CTOBER 4, 1954

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TECHNOLOGY DEPT.

BROADCASTING TELECASTING

Detroit Public
Technology De
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Detroit 2 Mich

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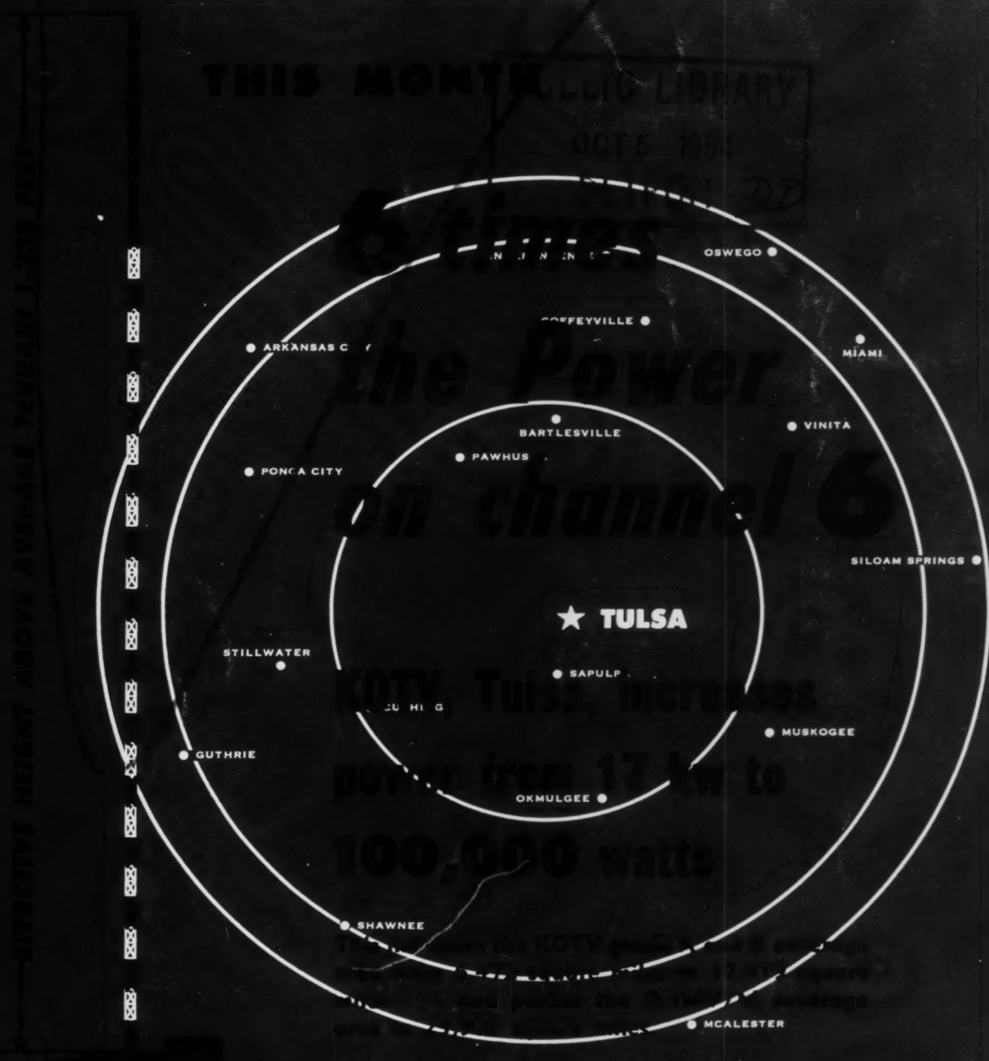
24TH year

...E NEWSWEEKLY
... RADIO AND TV

...LIC LIBRARY
OCT 5 1954

THIS MONTH

6 times the Power on channel 6


OSWEGO
COFFEYVILLE
MIAMI
ARKANSAS CITY
BARTLESVILLE
VINITA
PAWHUSKA
PONCA CITY
SILOAM SPRINGS
TULSA
STILLWATER
SAPULPA
CUSHING
MUSKOGEE
GUTHRIE
OKMULGEE
SHAWNEE
MCALESTER

KOTV, Tulsa, increases power from 17 kw to 100,000 watts

Th[illegible] the KOTV grade [illegible] coverage area [illegible] square [illegible] and pushes the [illegible] coverage area [illegible]

Channel 6

KOTV, inc.

THIRD AND FRANKFORT • TULSA 3, OKLAHOMA

BASIC CBS AFFILIATE
ABC

Represented By . . **Edward Petry & Co., Inc.**

WLS

personalities build LISTENER LOYALTY

WLS has long been noted for its station personality — and for the personalities on the station. One of those who is helping to build that reputation is . . .

HARRY CAMPBELL

The friendly voice of Harry Campbell is the first one WLS listeners hear each morning. With a cheery greeting of "Hi Neighbors" he starts the WLS broadcasting day and its first farm program at 5:00 A.M. He follows this with "Farm Bulletin Board" at 6:00 A.M., bringing the listeners the livestock estimates, weather reports, and farm news and events.

As a young country singer, fiddler, and guitar-harmonica player, Campbell was first heard over WLS in 1929 on many programs, including the National Barn Dance.

He left WLS to enter college in his native Indiana, and before returning to WLS in 1953, he had been a farm program director on stations in three Midwest states, spent some years running his home farm, and served as Information Specialist for the Indiana AAA Committee and the United States Department of Agriculture War Board.

As an agricultural broadcaster, Campbell has been honored with a ten-year award for outstanding contribution to agriculture by radio by the National Farm Radio Directors Association. Recently, his voice was selected to transcribe sales messages on more than forty stations by a nationally-known farm advertiser.

Harry Campbell is an agricultural expert who knows farming. That's why he enjoys the confidence and respect of the WLS farm audience. And that's why his sincere, friendly voice SELLS that audience for WLS advertisers.

**LISTENER LOYALTY
PREDICATES
ADVERTISING RESULTS**

WLS

**The
PRAIRIE
FARMER
STATION**

CHICAGO 7

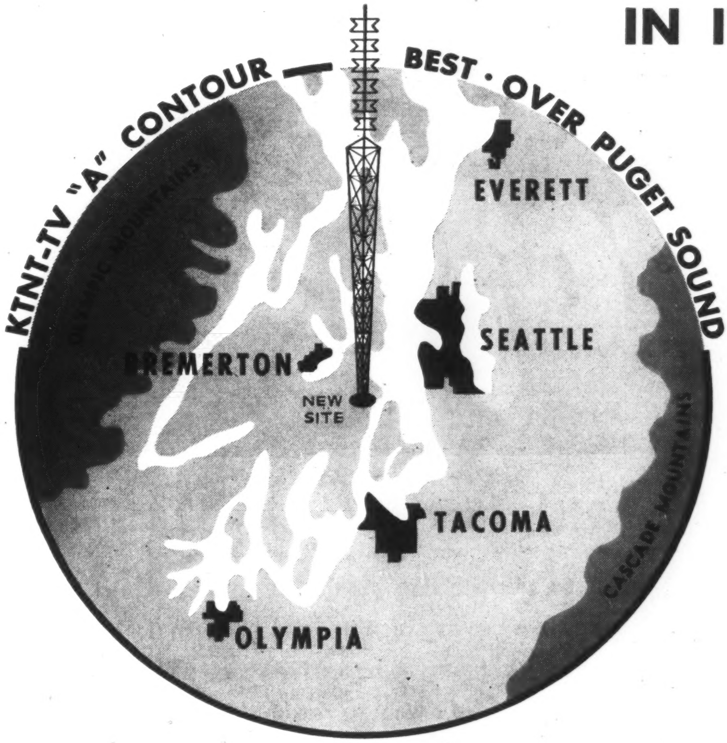
CLEAR CHANNEL HOME OF THE NATIONAL BARN DANCE
890 KILOCYCLES • 50,000 WATTS • ABC NETWORK

SEE YOUR JOHN BLAIR MAN

only KTNT-TV covers ALL FIVE

IN ITS "A" CONTOUR

OVER PUGET SOUND



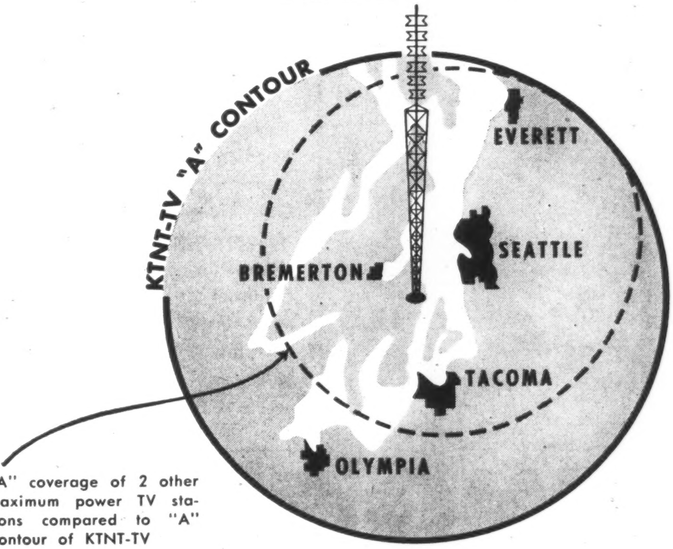
SEATTLE: Now the 17th city in the United States and is the largest city in Washington State. It is located 7 miles across Puget Sound to the east and north of KTNT-TV's new 316,000 watt transmitter site. Seattle residents constitute approximately one-third of KTNT-TV's market population.

TACOMA: Home city of license of KTNT-TV, Tacoma is located 12 miles south and east of KTNT-TV's new transmitter. It is the dominant industrial area of Pierce County which is the second most populous county in the state.

BREMERTON: Famous naval base of the Pacific Northwest, lies west of Seattle across Puget Sound. It is located in Kitsap County, the same county in which the new KTNT-TV transmitter site is located.

OLYMPIA: Capital of the state, this famous early Washington settlement lies at the southern end of Puget Sound. Its beautiful government buildings are a tourist attraction for the thousands who visit the Puget Sound country each year.

EVERETT: The northernmost city of "Middle Puget Sound", Everett is one of the centers of pulp and paper production in the Pacific Northwest. It has steady industrial payrolls for its people.



"A" coverage of 2 other maximum power TV stations compared to "A" Contour of KTNT-TV

KTNT-TV

CHANNEL 11

NOW 316,000 WATTS

Antenna Height, 1000 ft. above sea level

CONTACT WEED TELEVISION

CBS

For the SEATTLE — TACOMA — PUGET SOUND AREA

"A" Contour Population Over 1,200,000

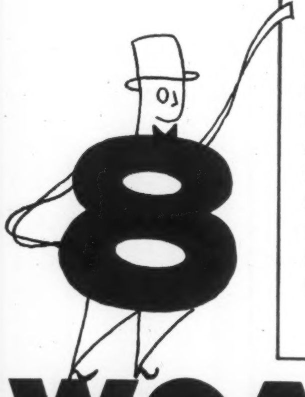
DuMONT TELEVISION NETWORK

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by BROADCASTING PUBLICATIONS, INC., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

3 million people

with lots of money to spend

These people live in Mr. Channel 8-Land. Their effective buying income is 4½ billion dollars each year. The strong, persuasive voice of Mr. Channel 8 is the speedy way to reach this market. Put him to work selling for you.



Channel 8-Land

York	Harrisburg
Reading	Lebanon
Hanover	Carlisle
Gettysburg	Westminster
Martinsburg	Chambersburg
Hagerstown	Pottsville
Frederick	Sunbury
Lewisburg	Waynesboro
Lewistown	Shamokin
Hazleton	Lock Haven
Bloomsburg	

WGAL-TV

NBC CBS DuMont

LANCASTER, PA.

316,000 WATTS SUPER POWER

STEINMAN STATION

Clair McCollough, Pres.

Representatives

MEEKER TV, Inc. New York Los Angeles Chicago San Francisco

closed circuit®

WITH ONLY about one-third of operating stations having returned questionnaires on beer-wine advertising, NARTB officials expressing concern lest House Commerce Committee intercede perhaps to extent of querying non-respondents. NARTB sent out nearly 3,000 questionnaires in mid-September asking for responses by Oct. 11, but as of Friday about 800 had been returned [B•T, Sept. 13]. While collated data isn't due until Congress convenes, both FCC and House Committee are interested bystanders. President Fellows infers importance of survey can't be overemphasized.

★ ★ ★

MORE TRAVAIL on Madison Ave. ahead with report that major agency is about to lose $8 million in billings. Following pattern, it's expected key executives will move to new agency with accounts or form agency of their own.

★ ★ ★

REPORTS that Mutual is on block are categorically denied by Thomas F. O'Neil, chairman and president of General Teleradio Inc., who also spiked scuttlebut about sale of WOR-AM-TV New York. Reports presumably stemmed from illness of Tom's father, William O'Neil, who heads General Tire and its subsidiaries, and speculation that young O'Neil would be called to Akron to head parent company. Tom reports his father's illness isn't serious.

★ ★ ★

WITH SALE of its 45% interest in KQV Pittsburgh to majority owners (see story page 58) CBS has two to go in disposition of its minority holdings which it hopes to accomplish by year end. Negotiations are continuing with majority stockholders in WCCO-AM-TV Minneapolis-St. Paul (Mid Continent) for sale of CBS' 47% holdings, and WTOP-AM-FM-TV (Washington Post Co.) for sale of CBS' 45% holdings. CBS has outside offers for these holdings, but Mid Continent and Post Co. reportedly regard evaluations as too high.

★ ★ ★

MORALE at FCC, at low ebb for weeks because of uncertainty about chairmanship, hasn't improved now that George C. McConnaughey has been appointed. Although nothing tangible has happened to provoke it, fear has developed that heads will roll in general reorganization at professional and staff levels, notably in Broadcast Bureau and "hold-over" attorneys.

★ ★ ★

FCC's NEW chairman, George C. McConnaughey, will not be total stranger to Commission's high-level personnel when he takes over today. He has known John C. Doerfer, fellow commissioner, for several years (they served in executive capacities in Natl. Assn. of Railroad and Utilities Commissioners); is acquainted with Comr. Robert E. Lee, and has known, since 1952 Republican National Convention, former Comr. Robert F. Jones, fellow Ohio Republican, now chief counsel for Bricker Senate Investigating Committee.

★ ★ ★

IT'S UNLIKELY that Rosel H. Hyde will assume vice chairmanship of Commission under changed order which brings George C. McConnaughey into chairmanship, effective today (Monday). Mr. Hyde is understood to feel that vice chairmanship should be "rotated" along with chairmanship. Incumbent vice chairman is E. M. Webster on basis of seniority. Mr. Hyde will move from chairman's suite (6107) to Mr. Sterling's office (7241) in New Post Office Bldg., retaining present staff.

★ ★ ★

NBC and Charles C. (Bud) Barry, its vice president in charge of television program sales and one-time program chief, reportedly have come to terms on settlement of his unexpired contract, with result that his resignation is expected shortly.

★ ★ ★

THOUGH members of Senate subcommittee on juvenile delinquency reportedly are opposed to government censorship, some are known to think that tv broadcasters ought to appoint "czar"—as comic book publishers did after committee investigated them—to oversee program content. Beyond that, committee—which begins hearings on tv crime shows Oct. 19 (see story, page 52)—may advocate elaborate industry-sponsored research to find out what effect such shows have on youngsters.

★ ★ ★

WHETHER there will be Oct. 28 conference in Mexico City designed to bring Mexico into NARBA agreement on distribution of standard broadcast facilities among North American nations is in doubt. Interest has bogged down and presumably no determination will be reached until after Cuba and Mexico get together to settle preliminary differences.

★ ★ ★

GENERAL MILLS, through BBDO, New York, planning to break big radio-tv spot schedule for one of its products within two weeks. Station list being prepared and actual buying will begin in fortnight.

★ ★ ★

HOW'S NATIONAL spot business for smaller outlets? Graeme Zimmer, national sales manager of Rollins group (WAMS Wilmington, WJWL Georgetown, WNJR Newark, WRAD Radford, WRAP Norfolk) reports increase of over 50% this year over last.

the week in brief

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New Leader for New Orleans

WTIX rockets from 11th to 1st in 10 months

Now first in the morning, afternoon and *all day average*

7 a.m. - 6 p.m. Average Share-of-Audience

Hooper, August, 1954, New Orleans, La.

WTIX, INDEPENDENT	18.2%
Station A, Network	15.3%
Station B, Network	12.8%
Station C, Independent	11.3%
Station D, Network	8.5%
Station E, Independent	7.5%
Station F, Independent	6.2%
Station G, Network	6.0%
Station H, Independent	5.4%
Station I, Independent	4.3%
Station J, Independent	4.3%

There's a new "listen" in New Orleans and it calls for a new look in time-buying. This city has witnessed a cyclonic ten-month change in radio listening, culminating in a new leader for New Orleans—WTIX.

It all started in September, 1953, with WTIX 11th in audience in this 11-station market. Suddenly, with new ownership, new programs, new ideas, WTIX became a radio station in a hurry. January saw WTIX pass the other six independents. By March only one network affiliate was left to pursue in the morning, two in the afternoon. In July, WTIX overtook everybody in all day average.

Comes August Hooper, and WTIX digs in even deeper. Now WTIX is first in the morning *and* afternoon *and* all-day average.

Talk to Adam J. Young, Jr., national representative, or call WTIX Manager, Fred Berthelson.

THE NEW
Wtix
NEW ORLEANS 16, LA.

MID-CONTINENT BROADCASTING COMPANY

General Manager: Todd Storz

KOWH, *Omaha*
Represented by
H-R, Inc.

WHB, *Kansas City*
Represented by
John Blair & Co.

WTIX, *New Orleans*
Represented by
Adam J. Young, Jr.

at deadline

Cecil & Presbrey To Quit; Chairman's Death One Reason

WITH death of Board Chairman James M. Cecil and recent loss of number of major accounts Cecil & Presbrey, New York, will dissolve its corporate structure and discontinue business on Dec. 31, agency is announcing today (Monday). Death of Mr. Cecil, largest stockholder [B•T, Sept. 27], caused corporate complications. In addition, sudden and unexpected losses of key accounts in short period presented choice of operating on considerably curtailed basis or dissolving.

Agency board issued following statement: "The interest of clients and stockholders will be best served by dissolution because of the unusual circumstances involved. The agency is set up on a service basis for clients that required a large staff and resulting high costs. It was quite obvious that the agency could not continue in 1955 with the type of service it was giving and at the same time maintaining current sound financial structure."

Engstrom Joins RCA Board Replacing Walter A. Buck

ELECTION of Dr. Elmer W. Engstrom, executive vice president, research and engineering, RCA, as member of RCA board announced Friday by Brig. Gen. David Sarnoff, board chairman. Dr. Engstrom, who also is head of RCA Labs and member of board of RCA Victor Co. Ltd., Canada, fills vacancy caused by retirement of Walter A. Buck from RCA board. He has played pioneering role in development of radio, both black-and-white and color television, sound motion picture apparatus, and general science of electronics.

RCA Dividends

Gen. Sarnoff meanwhile announced RCA board in its Friday meeting declared quarterly dividend of 25 cents per share on common stock, payable Nov. 22 to holders of record at close of business Oct. 15, and dividend of 87½ cents per share on first preferred stock for period Oct. 1 to Dec. 1, payable Jan. 3, 1955, to holders of record of such stock at close of business Dec. 13, 1954.

SAG Expands Activities In East, Midwest Film

MRS. Florence Marston, executive secretary of Screen Actors Guild's New York branch, elected by board to newly-created post of eastern and midwestern regional director. Succeeding her in New York post is Harold H. Hoffman, formerly executive secretary, Theatre Authority, and at one time assistant executive secretary of American Federation of Television & Radio Actors' New York local.

According to SAG, union's national organization is being enlarged as result of growing Guild activity in tv films in eastern and midwestern states. Mrs. Marston, headquartering in New York, will keep tabs on Guild activities in Boston, Chicago, Cincinnati, Cleveland, Detroit, New York and Pittsburgh. She also will serve as one of Guild's representatives on international board of Associated Actors & Artistes of America (AFL parent of performers' unions).

PORTABLE PITCH

SALESMEN for Chock Full O' Nuts Coffee Corp. have added radios to their standard equipment when making calls on grocers in New York. To back firm's extensive radio schedule which calls for 350 spots weekly on seven New York radio stations, company has supplied its salesmen with portables which they can tune in during their sales calls so prospects may hear coffee message.

Erwin, Wasey May Get Stagg Beer Account

GRIESEDIECK Western Brewery Co. (Stagg beer), which sold its brewing assets ten days ago to Carling & Co. of Cleveland for reported $10,000,000 (subject to stockholders' approval) is expected to name Erwin, Wasey Co., Chicago, to handle advertising for Stagg beer. Maxon Inc., Chicago, has been servicing account for many years. Carling has two agencies: Benton & Bowles, New York, handles Red Cap ale, and Lang, Fisher & Stashower, Cleveland, places Black Label beer. All three beers use radio and tv spots.

Same Movie, Shown Week, Draws High N. Y. Rating

WOR-TV New York is announcing today (Monday) that premiere week (Sept. 21-27) of *Million Dollar Movie* (showing of same movie for one week, Mon.-Sun., 7:30-9 p.m., 10-11:30 p.m.; Sat.-Sun., 4:30-6 p.m.) drew Telepulse rating of 70.7 and reached estimated 6 million viewers in 3,110,800 homes. Gordon Gray, general manager of station, said results indicate first-run feature film, "Magic Town," attracted "largest single-station television audience in history of tv medium."

Mr. Gray noted that General Teleradio films apparently had "strong carry-over value," with WOR-TV programs immediately preceding and following *Million Dollar Movies* gaining Pulse ratings of about 25% higher than in week before feature film series was launched. Sponsorship of *Million Dollar Movie* has been made available to eight advertisers, with six sponsors now signed.

KBS Now Has 773

KEYSTONE Broadcasting System Friday reported addition of nine affiliates bringing total to 773. New outlets are: KOWB Laramie, Wyo.; WPLY Plymouth, Wis.; WPLH Huntington, W. Va.; WJAN Spartanburg, S. C.; KCRC Enid, Okla.; WMVO Mount Vernon, Ohio; WMBL Morehead City, N. C.; KAWL York, Neb.; WINI Murphysboro, Ill.

It's Mutual in Illinois

GOV. William G. Stratton of Illinois has proclaimed week starting yesterday (Sunday) through this Saturday as "Mutual Broadcasting System Week" in commemoration of 20th anniversary of network.

• BUSINESS BRIEFLY

DUANE JONES NAMED • R. J. Ritter Co. (food products, relishes, etc.), Bridgeton, N. J., names Duane Jones Co., N. Y., to handle its advertising. Details of plans not completed, but radio, television and other media will be used.

PEPTO BISMOL SPOTS • Norwich Pharmacal Co., Norwich, Conn., for its Pepto Bismol, is buying radio spot anouncement schedule, five days weekly, starting early in October, in serveral selected markets. Benton & Bowles, New York, is agency.

BALLENTINE SPECIAL • P. Ballentine & Son (beer), Newark, N. J., to promote National Restaurant Month will use radio spot announcement campaign in 65 markets. Campaign started Friday and ends Oct. 31. Agency: J. Walter Thompson Co., N. Y.

NEW YORK GOP • New York State Republican Party names Ellington & Co., N. Y., to handle advertisng. Radio and television will be used on both program and spot announcement basis. Campaign is effective immediately through November.

ORR PICKS UP BAGS • Baltimore Luggage Co. (Lady Baltimore fashion luggage), N. Y., has appointed Robert W. Orr & Assoc., N. Y., to handle its advertising effective immediately.

KUKLAPOLITANS SOLD • Gordon Baking Co., Detroit, signed earlier to sponsor ABC-TV *Kukla, Fran & Ollie* on WABC-TV New York and WBKB (TV) Chicago for 13 weeks, has added sponsorship on WXYZ-TV Detroit and extended contract to 78 weeks in each market. Agency: D'Arcy Adv., N. Y. ABC-TV is offering *Kukla, Fran & Ollie* to stations as special feature for local sale.

ABC-TV Announces Five

ADDITION of five stations as ABC-TV affiliates, raising total to 211, announced Friday by Alfred R. Beckman, director of station relations. They are: KSLA-TV Shreveport (ch. 12), owned and operated by Interim Television Corp., of which Deane Flett is general manager; KNOE-TV Monroe, La. (ch. 8), owned and operated by James A. Noe, with Paul H. Goldman as general manager, and WWTV (TV) Cadillac, Mich. (ch. 13), owned and operated by Sparton Broadcasting Co., with L. T. Matthews as general manager, all effective Sept. 15; KAKE-TV Wichita (ch. 10), owned and operated by KAKE-TV Inc., of which Martin Umansky is general manager, effective Oct. 15, and KTLJ-TV Houston (ch. 13), owned and operated by Houston Consolidated Television Co. with Willard Walbridge as general manager, effective Nov. 13. [CLOSED CIRCUIT, Sept. 20]

NBC-TV Takes Iowa Uhf

KQTV (TV) Fort Dodge, Iowa (ch. 21), is slated to become affiliated of NBC-TV Nov. 1, it was learned Friday.

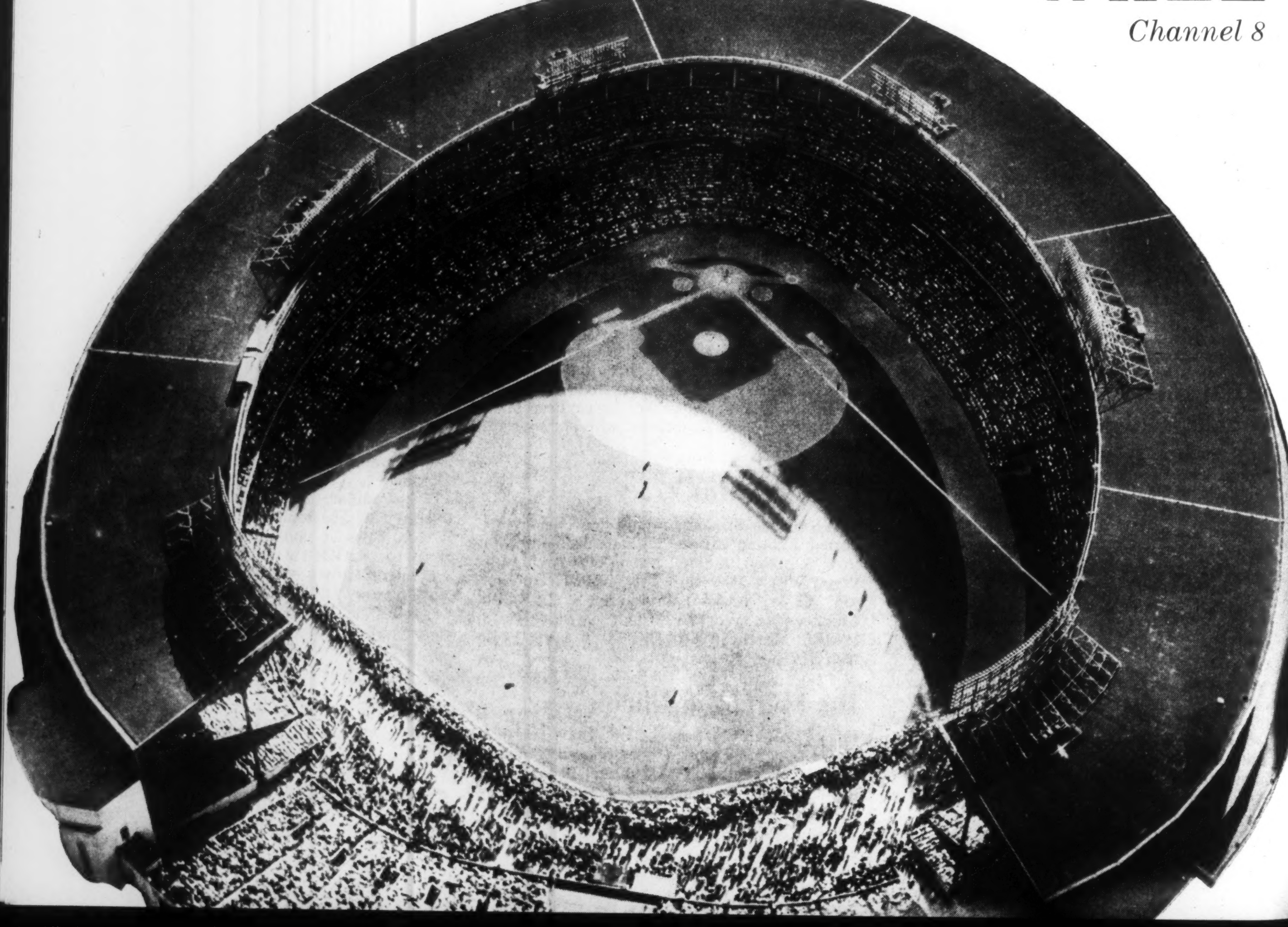
speaking of great teams

It seems only logical our Cleveland market – producing so many other important things for America – should also have produced a pennant-winning ball club this year. It's all in key-&-tempo with the tremendous growth of Cleveland's population, income, payrolls, number of factories, money-making industrial output, and retail sales. That our ambitious Indians carried Cleveland's hopes into the '54 World Series (and millions of visiting fans' dollars into Cleveland) is no surprise to Clevelanders.

The kind of achievement that, for example, has boosted our market to *fourth place* among all U.S. metropolitan areas in family buying power is equally the result of teamwork. More than 3,000 diverse plants, depending on the multiple skills of Clevelanders, have built our annual spendable income *above the three billion* mark. By every boxscore – department store indices, new car sales, building permits, freight loadings, employment levels – Cleveland prosperity has the bases loaded!

And – speaking of great teams – another unbeatable is WXEL and the TV families of Cleveland. As so many top advertisers have discovered, when WXEL delivers the pitch, real sales action follows. For WXEL is as native to Cleveland's tastes, as closely followed by Cleveland families, as Cleveland's own ball team. No other TV station serving this incredible market enjoys such high loyalty on its home ground. If big league selling is what you want, ask the KATZ agency to show you WXEL's batting average.

Cleveland
WXEL
Channel 8



at deadline

FCC Reverses Examiners In Two Final Grants

FCC Friday reversed examiners in two tv final decisions involving Fort Wayne, Ind., and Petersburg, Va. It granted Fort Wayne ch. 69 to WANE that city, and Petersburg ch. 8 to WLEE Richmond interests.

Involved in Fort Wayne case was question of joint advertising rates, and in Petersburg case that of service programming.

On ground that forced combination newspaper advertising practice is contrary to public interest, FCC reversed examiner's recommendation and granted Fort Wayne ch. 69 to WANE that city, denied application of Paul V. McNutt and James R. Fleming.

Mr. McNutt, former Indiana governor and active in Washington government circles under Presidents Roosevelt and Truman, and Mr. Fleming have large interests in *Fort Wayne Journal Gazette*. This newspaper and *Fort Wayne News-Sentinel* have joint mechanical, business and advertising staffs and prohibit purchase of classified or national advertising in one newspaper without the other.

"We do not care to assume the risks attendant upon preferring an applicant involved in practices which, if carried over into the broadcast field, would raise serious public interest question . . .," the Commission said.

Examiner had recommended grant to Messrs. McNutt and Fleming on ground of greater integration of management and local ownership and better programming [B•T, Nov. 2, 1953]. He had counterbalanced their newspaper ownership with multiple broadcast ownership of WANE owners (Universal Broadcasting Co.—WISH-AM-TV Indianapolis, WHBU Anderson, both Indiana). Universal is owned by C. Bruce McConnell and associates.

Because applicant proposes to serve whole area, not just immediate principal city and environs, FCC reversed examiner and granted Petersburg, Va., ch. 8 to Petersburg Television Corp. (Thomas G. Tinsley Jr.) and denied Southside Virginia Telecasting Corp. (Louis H. Peterson—WSSV Petersburg). FCC Comrs. Frieda B. Hennock and Robert T. Bartley dissented.

Examiner had favored Southside due to better program and ownership integration [B•T, May 31]. FCC took opposite view, said Petersburg Television met its long-standing "service" policy by planning program schedule to serve needs of entire service area, whereas Southside planned to serve only Petersburg and southern sector of area. Petersburg is south of Richmond.

Mr. Tinsley is principal owner of WLEE-AM-FM Richmond and WITH-AM-FM-TV Baltimore. Mr. Peterson owns also WNOR Norfolk, Va.

Examiners' Terms Extended

DELAY of decisions in Raleigh ch. 5, Springfield (Ill.) ch. 2 and Odessa (Tex.) ch. 7 tv hearings possibly averted with action by Civil Service Commission to extend service to two temporary FCC hearing examiners through October. Examiner John Poindexter is writing initial decision in Odessa case while Examiner Millard French is writing Springfield case and is expected to close record of Raleigh hearing soon.

FOUL BLOW

FOR second straight year, NARTB District 7 meeting has been held during World Series. Afternoon meetings have been distinguished by nearly zero attendance. This impelled District 7 executives, meeting Friday in Louisville (see early story on page 42) to ask NARTB headquarters (1) not to schedule any district meeting during World Series hereafter, or (2) please arrange schedule next year so District 7 meeting is not held during Series.

Pulse Demonstrates New Rating Reporting Device

PULSE Inc's new instantaneous rating report method (Dax), which measures both radio and tv set usage, demonstrated at private session Friday at New York offices of firm by inventor William Horn, formerly of Young & Rubicam's research staff. Reports of tune-ins to all seven tv stations in city via actual home wire-ins and tv sets in operation were shown. Dax, all-electronic recorder using transistors and printed circuits, can be attached to home sets, reporting minute-by-minute program tune-in totals for all programs aired. System was announced last summer by Pulse's director, Dr. Sydney Roslow, [B•T, July 19].

Telemeter Executive Quits

CARL LESERMAN, executive vice president, International Telemeter Corp., Los Angeles, resigned from active management but will remain board member. Operating committee of Dr. Louis N. Ridenour, engineering and research vice president, chairman, and Chester I. Lappen, attorney, and Paul McNamara, public relations vice president, will take over management. Company has branched out into electronics manufacturing as well as operating Palm Springs pay-as-you-see tv system.

Co-op Station Signs Off

WCFM (FM) Washington, cooperatively owned by Washington individuals and organizations, ceases broadcasting tonight (Monday). Station began in 1948 and has continued as good music outlet, with high I.Q. programs (Robert Nathan, Marquis Childs, Olive Capper, BBC, etc.) since then. Sustained largely by contributors, station had 3,000 preferred stockholders and several thousand as sustaining shareholders. WCFM operated on ch. 258 (99.5 mc) with 20 kw.

UPCOMING

Oct. 4-5: NARTB Dist. 8, Sheraton-Cadillac Hotel, Detroit.

Oct. 4-6: National Electronic Conference, Hotel Sherman, Chicago.

Oct. 6-7: Central Canada Broadcasters Assn., Royal York Hotel, Toronto.

Oct. 7-8: NARTB Dist. 10, Fontenelle Hotel, Omaha.

For other Upcomings see page 115

PEOPLE

CHARLES T. LIPSCOMB JR., president of Pepsodent Division of Lever Bros., for past four and one-half years, elected president and director of J. B. Williams Co., N. Y., succeeding late **CHARLES S. CAMPBELL.** Mr. Lipscomb will join shaving and toilet preparations firm Oct. 15.

ROBERT K. RICHARDS, administrative vice president, NARTB, opened public relations consultant's office Friday at 1735 DeSales St., N. W., Washington. Telephone is Sterling 3-4630. His resignation from NARTB was announced at Chicago convention last spring and occured on eve of his proposed elevation to executive vice presidnt of NARTB [B•T, May 24] due to prospective station ownership. Mr. Richards and Walter Patterson (WKHM Jackson, Mich.) recently bought WHAR Clarksburg and WKYR Keyser, both W. Va.

GEORGE BALTERMAN, account executive; **LAWRENCE WISSER,** copy executive, and **FREDERICK WIDLICKA,** art director, named vice presidents of Storm & Klein, N. Y. Mr. Balterman and Mr. Wisser have been with S & K agency approximately five years, Mr. Widlicka 20 years.

J. H. HOFFMAN, formerly with Campbell-Ewald, to Foote, Cone & Belding, N. Y., as copy supervisor. **JOSEPH A. MORAN** to agency's international division as assistant account executive. He was formerly with Melchor Guzman, N. Y.

HUGH H. ENGELMAN appointed assistant advertising manager at Motorola Inc., Chicago, succeeding **ROBERT M. VAN BRUNDT,** recently promoted to advertising manager.

HAVIS MADWICK, Foote, Cone & Belding, N. Y., to Ruthrauff & Ryan, N. Y., as business manager of radio and television department.

ALLEN DUCOVNY has resigned as executive producer of Rockhill Productions, N. Y., to join radio-tv department of D'Arcy Adv., N. Y. He previously was assistant director of Kenyon & Eckhardt's radio-tv department.

WALTER H. SMITH, Kastor, Farrell, Chesley & Clifford; **RAY JONES,** N. W. Ayer & Son, and **T. CARTER GLEYSTEEN,** J. Walter Thompson Co., have joined contact department of Young & Rubicam, N. Y.

FCC Gets Merger, Sale

TWO radio station transfer applications filed with FCC Friday, one involving merger of KFBI Wichita with KTVH (TV) Hutchinson, Kan. [B•T, Aug. 16]. Other is sale of WMIN-AM-FM St. Paul for $75,000 to William F. Johns and family, owners of WOSH Oshkosh. WMIN Bcstg. Co. retains ch. 11 WMIN-TV St. Paul.

In KFBI merger with ch. 12 KTVH, KFBI Inc. stock will be exchanged with Hutchinson Tv Inc. stock on 2¾-to-1 basis. KTVH is headed by W. D. P. Carey. Among KFBI directors are C. Howard Lane of KOIN Portland, Ore., and Washington radio-tv attorney Horace L. Lohnes.

Politicians' Tv Package

MOVIE short featuring President Eisenhower and administration leaders in review of last two years, previewed in Washington last week, has been offered to members of Congress for use in their fall campaigns. Film "Report to the People," is available at cost for use on tv or at rallies. Price is $45 for black-and-white, $100 for color. It runs 27 minutes, leaving time for candidates to add their personal messages in half-hour telecast. Robert J. Coar, coordinator of Joint Senate and House Recording Facility, who produced film, said 98 GOP candidates had ordered prints.

NOW ON THE AIR

WGTH
TV
CHANNEL
18

HARTFORD'S OWN
TELEVISION STATION

**in the heart
of the rich
connecticut
valley**

CONNECTICUT'S MOST
POWERFUL TELEVISION
STATION — OPERATING
ON FULL POWER OF
187,000 WATTS!

WGTH — HARTFORD
General Times Television Corp.

Represented by
H - R TELEVISION

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**BROADCASTING*
TELECASTING**

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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HOLLYWOOD — Taft Bldg., Hollywood & Vine, Zone 28, Hollywood 3-8181.
Wallace H. Engelhardt, *Western Sales Manager;* Leo Kovner, *Western News Editor;* Marjorie Ann Thomas, *Tv Film Editor.*

Toronto: 32 Colin Ave., Hudson 9-2694. James Montagnes.

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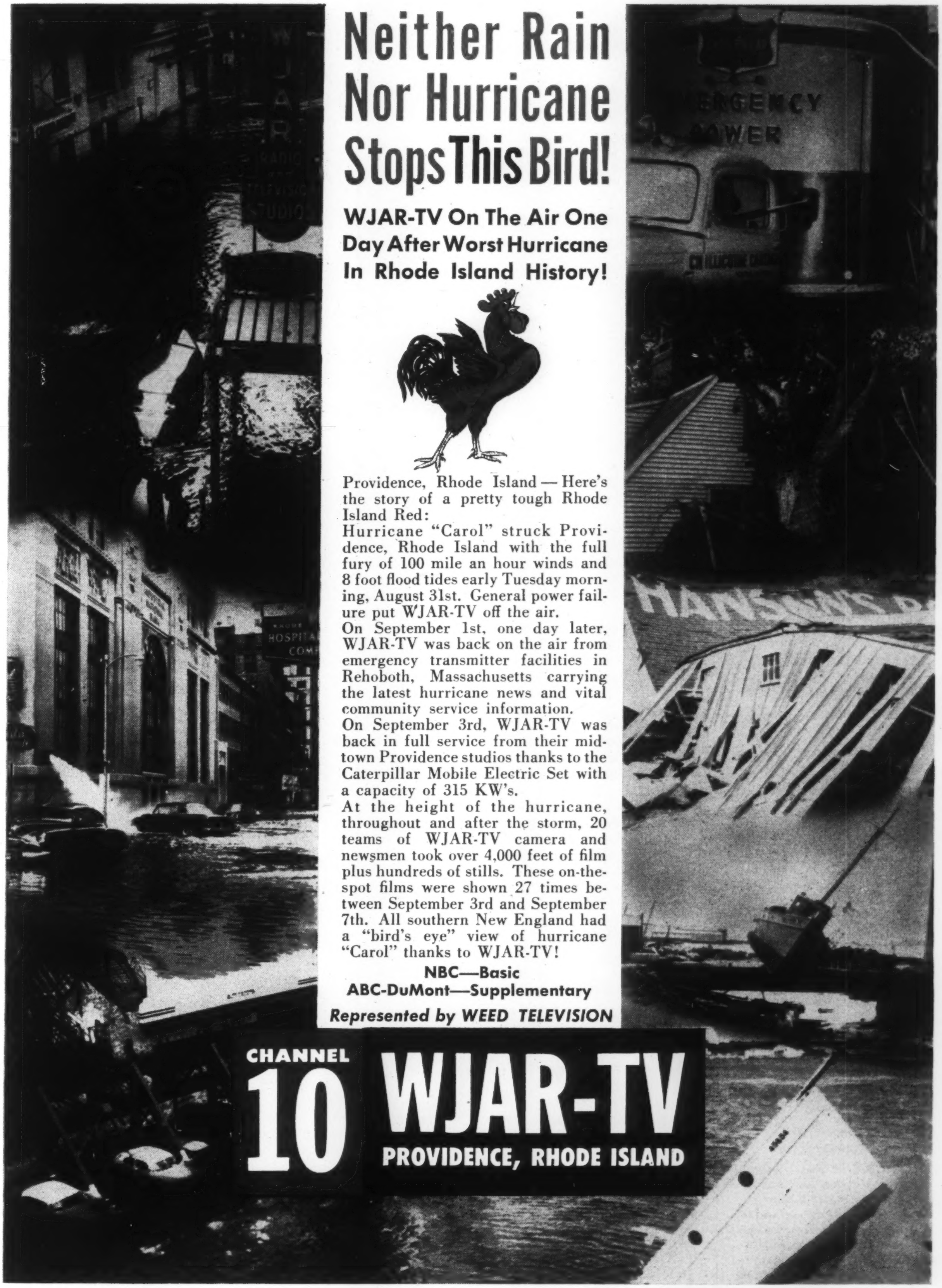


Neither Rain Nor Hurricane Stops This Bird!

WJAR-TV On The Air One Day After Worst Hurricane In Rhode Island History!

Providence, Rhode Island — Here's the story of a pretty tough Rhode Island Red:

Hurricane "Carol" struck Providence, Rhode Island with the full fury of 100 mile an hour winds and 8 foot flood tides early Tuesday morning, August 31st. General power failure put WJAR-TV off the air.

On September 1st, one day later, WJAR-TV was back on the air from emergency transmitter facilities in Rehoboth, Massachusetts carrying the latest hurricane news and vital community service information.

On September 3rd, WJAR-TV was back in full service from their midtown Providence studios thanks to the Caterpillar Mobile Electric Set with a capacity of 315 KW's.

At the height of the hurricane, throughout and after the storm, 20 teams of WJAR-TV camera and newsmen took over 4,000 feet of film plus hundreds of stills. These on-the-spot films were shown 27 times between September 3rd and September 7th. All southern New England had a "bird's eye" view of hurricane "Carol" thanks to WJAR-TV!

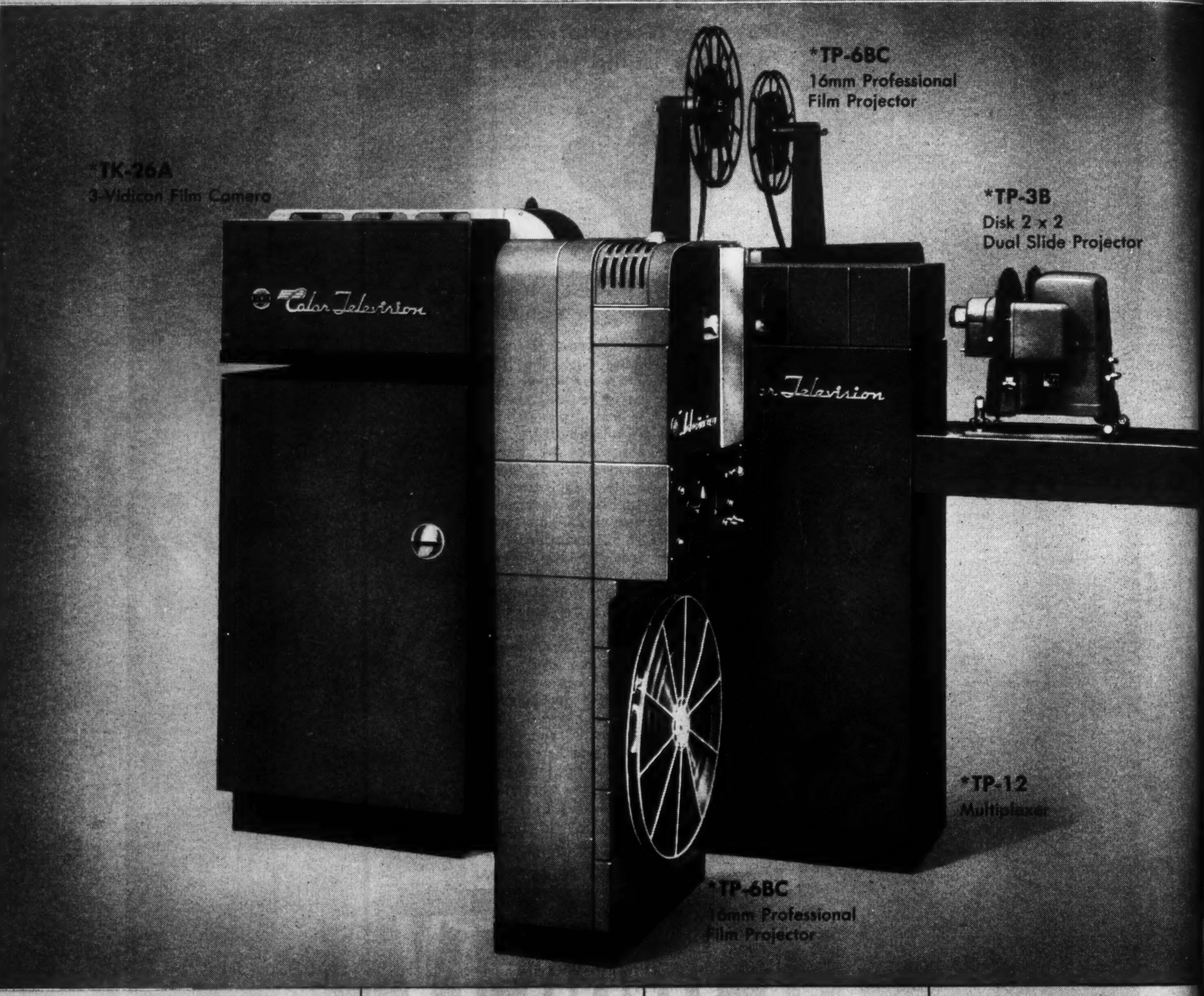
NBC—Basic
ABC-DuMont—Supplementary

Represented by WEED TELEVISION

CHANNEL 10 WJAR-TV
PROVIDENCE, RHODE ISLAND

"3-V"*

The Color-TV Film Camera that outmodes all other approaches


*TP-6BC
16mm Professional
Film Projector
*TK-26A
3-Vidicon Film Camera
*TP-3B
Disk 2 x 2
Dual Slide Projector
Color Television
Color Television
*TP-12
Multiplexer
*TP-6BC
16mm Professional
Film Projector

NEW SIMPLIFIED DESIGN

The RCA TK-26A uses 3 small, inexpensive Vidicon cameras to handle red, green, and blue individually (see diagram)—and a fixed lens-and-dichroic mirror system—for handling color separation. *Electronic control* assures precise registration of the three cameras for day-in, day-out operation. Here is the color film system that not only handles 16- and 35-mm motion picture film—*but slides as well!*

UNMATCHED PICTURE QUALITY

Resolution and stability are unmatched by any other approach. Gamma is ideal—needs virtually no correction. Color fidelity equals the high-quality standards set by RCA's studio color camera. Exceptional stability and precise picture registration are characteristics that assure simplicity and ease of operation and a minimum of maintenance. Ample reserve of light assures best possible pictures from the densest of films.

NEW, EASY MULTIPLEXING

As simple and straightforward as any monochrome arrangement, the TK-26A includes all facilities needed for color film programming—slides, film, and multiplexer. You can interchange slides, and 16- and 35-mm film—just like you do with black and white.

EMPLOYS STANDARD TYPE PROJECTORS

RCA's TK-26A Film Camera System works with standard type television projectors such as the RCA TP-6BC. You get ample light to handle dense films—and at the same time you avoid complicated projector equipment involving moving optical parts. RCA's equipment operates with "station tested" reliability.

RCA TK-26A

NOW, "STUDIO REALISM" IN COLOR —WITH 16MM, 35MM COLOR FILM AND SLIDES

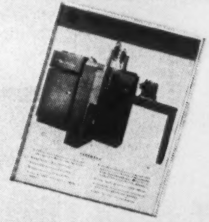
The search for high quality in a Color-TV film and slide camera is ended!

After several years of intensive work with almost every conceivable approach to color film and slide reproduction, RCA Broadcast Design Engineers have now produced a superior film camera system matched by no other. This is the color film system that has outperformed . . . flying-spot scanners . . . fast pull-down systems . . . continuous motion arrangements . . . in actual side-by-side tests at the RCA Engineering Laboratories. This is the color film system that RCA has now *adopted over its own previous "flying-spot scanner."*

For complete technical information on the TK-26A—the remarkable RCA 3-Vidicon color film camera that outmodes all other approaches—call your RCA Broadcast Sales Representative. In Canada, write RCA Victor Ltd., Montreal.

*Close-up view of the TK-26A — RCA's remarkable 3-V Color Film Camera. Heart of the 3-V is the revolutionary new, inexpensive Vidicon Camera tube — RCA-6326!

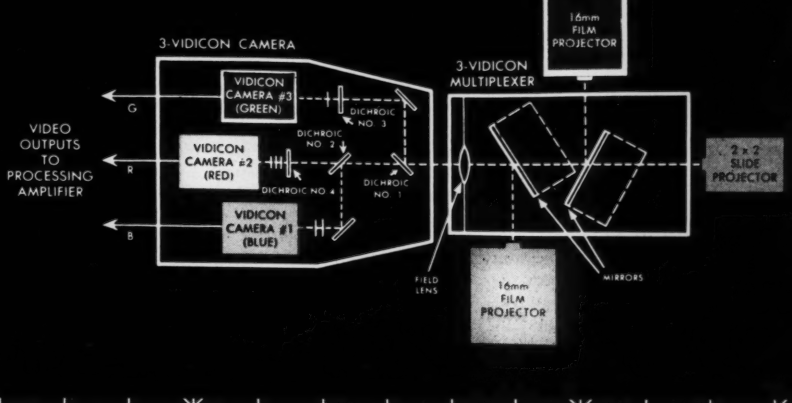
Important for Station Men—new brochure on RCA's 3-Vidicon Camera Chain. Free, from your RCA Broadcast Sales Representative.



RCA Pioneered and Developed Compatible Color Television

How It Works!

Light from either one of three selected color picture projectors passes into the 3-V Multiplexer. A remotely-controlled mirror arrangement reflects the incoming image through a field lens and into the 3-V Camera. Here, dichroic mirrors and color filters "split" the light into three color components—green, red, and blue. Each color component produces a VIDEO signal in a separate Vidicon camera. Video output from each camera then goes into the Processing Amplifier in the camera control unit.


3-VIDICON CAMERA
VIDEO OUTPUTS TO PROCESSING AMPLIFIER
G
R
B
VIDICON CAMERA #3 (GREEN)
VIDICON CAMERA #2 (RED)
VIDICON CAMERA #1 (BLUE)
DICHROIC NO. 3
DICHROIC NO. 2
DICHROIC NO. 4
DICHROIC NO. 1
3-VIDICON MULTIPLEXER
16mm FILM PROJECTOR
2 x 2 SLIDE PROJECTOR
FIELD LENS
MIRRORS
16mm FILM PROJECTOR

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DIVISION **CAMDEN, N.J.**

WABT

Truly
ALABAMA'S
FIRST
TV Station

FIRST *on the Air*

FIRST *with Live Cameras*

FIRST *to Operate with Maximum Power*

FIRST *and Only to use "Photofax"*

FIRST *to telecast in Color*

WABT

Alabama's Best in Television

•

316,000 Watts Birmingham

•

Affiliated with
NBC, ABC
and DuMont

•

Represented by
BLAIR-TV

IN REVIEW

LADY IN THE DARK

Network: NBC-TV
Time: Sat., Sept. 25, 9-10:30 p.m., EDT
Writer: Moss Hart; adapted for tv by Billy Friedberg
Producer-Director: Max Liebman
Star: Ann Sothern
Cast: James Daly, Shepperd Strudwick, Luella Gear, Carleton Carpenter, Robert Fortier, Paul McGrath
Music: Kurt Weill, lyrics by Ira Gershwin
Choreography: Rod Alexander
Book Staged by: Jeffrey Hayden
Art Director: Frederick Fox
Musical Director: Charles Sanford
Costumes: Paul du Pont
Orchestrations: Irwin Kostal
Choral Director: Clay Warnick
Assistant to the Producer: Max Siegel
NBC Supervisor: Hal Janis
Associate Producer-Director: Bill Hobin
Sponsor: Oldsmobile Div., General Motors Corp.
Agency: D. P. Brother & Co.
Production Costs: $200,000

WITH THE SECOND of NBC-TV's color "spectaculars," *Lady in the Dark,* the series came to life and really lived up to its name. Max Liebman's production of the Moss Hart musical drama can stand alongside the successful stage and screen versions without apologies.

The story of Liza Elliott, career woman whose success as editor of a fashion magazine is combined with an emotional instability that lands her on a psychiatrist's couch, is replete with dream sequences that gave Frederick Fox, art director, and Paul du Pont, costume designer, an opportunity for the lavish use of color which they grasped to the fullest. Ann Sothern, as the heroine, wore simple, tasteful business dresses in the office scenes, but in her dreams blossomed out in extravagantly-glamorous creations.

Massed colors were also used to great effect. The courtroom scene, with the complete cast in circus costumes, symbolizing Liza's inability to decide on a circus cover for her magazine, employed scarlet-coated ringmasters, acrobats in sun-bright yellow and dancers in vivid blue to create a startlingly beautiful scene. Equally beautiful was the bridal scene, with the pale aqua gowns of the bridesmaids forming a lovely pastel background for the dream bride.

Miss Sothern's performance made Liza, whether as the no-nonsense executive or the glamour girl of her dreams, a real person for whose fate the viewers—this one, anyway—felt a real concern that persisted throughout the full 90 minutes of the telecast.

James Daly, familiar as the American correspondent of *Foreign Intrigue,* did a fine job as Liza's assistant, whose chief pleasure was in heckling the "boss lady." Carleton Carpenter deserves special mention for singing the jaw-breaking Russian composer ditty without a slip. The cast was letter perfect and the whole production free from fluffs or missed cues, no small triumph for Producer-Director Liebman.

The introduction of commercials was handled smoothly and adroitly via the simple device of a spectator—Lee Bowman—in a stage box, who, as he left his seat for the intermission, commented first on the play, then on the new Oldsmobiles, leading naturally into the straight commercials. These ads, full of color and motion, proved again that color tv is the ideal advertising medium for automobiles, particularly in one country scene of a highway filled, seemingly for miles, with a parade of shining new Oldsmobiles.

From every aspect, *Lady in the Dark* was a complete triumph for Liebman & Co. and the critics who so vehemently booed the first "spectacular," *Satins and Spurs,* should be equally loud with their cheers for this one.

CAESAR'S HOUR

Network: NBC-TV
Time: Mon., 8-9 p.m., EST
Star: Sid Caesar
Cast: Carl Reiner, Howard Morris
Producer: Leo Morgan
Director: Clark Jones
Writers: Mel Tolkin, Tony Webster, Joe Stein, Aaron Ruben
Musical Director: Bernard Green
Choreographer: Boris Runanin
Scenic Designer: Herb Andrews
Costume Designer: Lou Eisele
Executive Producer: Hal Janis
Sponsors and Agencies: American Chicle Co. (Dancer-Fitzgerald-Sample); Speidel Corp. (Sullivan, Stauffer, Colwell & Bayles); RCA (Kenyon & Eckhardt).
Production Cost: Approximately $40,000.

THE MUCH-HERALDED disassociation of Sid Caesar and Imogene Coca at the end of the last season generated considerable discussion as to the impact of Caesar without Coca.

The opportunity for an evaluation report on the Coca-less Caesar arrived last Monday when NBC-TV exposed the comedian on the hour-long *Caesar's Hour.* It is gratifying to record that he apparently has survived unscathed the separation from Miss Coca and Max Liebman, producer and reputed mastermind of the *Your Show of Shows.*

In place of Miss Coca, NBC-TV allocated Mr. Caesar a pair of foils, Howard Morris and Carl Reiner, holdovers from the old show. As a neighborhood garage mechanic in a big city, Mr. Caesar is presented as an average guy, trying to infuse a little excitement into an obviously humdrum existence. In this latter task, Messrs. Morris and Reiner try to help and what emerges is often rib-tickling.

The premiere program, which centered around Mr. Caesar's escapades following his winning a quiz show and a date with Gina Lollobrigida, beauteous Italian film star, provided him with a good setting for his showmanship.

One high spot was a scene in which Miss Lollobrigida held a conversation in Italian, while Mr. Caesar looked and listened. Without saying a word, he expressed anger, wistfulness, joy, pathos—an emotional pantomime parade. This is the fountainhead of Mr. Caesar's talent.

Fortunately, the emphasis here is on situation comedy. The dialogue, on the whole, was uninspiring and the few gags offered rather feeble. This is a minor criticism; we come to praise Caesar, not to bury him.

Join the Salute to Unity's Sales Manager!

"LEN" FIRESTONE
National Sales Manager

• • •

To celebrate Unity's Anniversary, the last quarter of 1954 is dedicated to the *"LEN" FIRESTONE DRIVE.*

THE "Len" FIRESTONE DRIVE

October 1st December 31st

- Help "Len" go over the top for 1954
- Help "Len" meet his NATIONAL SALES quota
- Help "Len" get the most signed contracts
- Help "Len" create A NEW HIGH IN TV Film Sales

UNITY'S LEADERSHIP LINE-UP!

1001 TITLES from UNITY!
★ 300 FEATURES
★ 52 LAUREL & HARDY comedies
★ 39 HALF HOUR Programs
★ 125 CARTOONS
★ 40 WESTERNS
★ 22 SERIALS
COMEDIES
MUSICALS
UNITY TELEVISION CORPORATION

HOLLYWOOD STARS in "the plus 80"
TV's Greatest Film Program
RAY MILLAND
MARILYN MONROE
GARY COOPER
ANN SHERIDAN
CARY GRANT
VIVIEN LEIGH
GENE TIERNEY
and many others.

October 1st to December 31st is your opportunity to salute "Len" for past and future favors. Get the low-down now from your Unity salesman—how to get the Unity Library in your market at *lowest prices and extended terms.*

UNITY TELEVISION CORPORATION

1501 BROADWAY, New York 36, N.Y.
Telephone: [illegible]—4-8234

8951 SUNSET BOULEVARD, Hollywood, Cal.
Telephone: Crestview—8-6955

STORER BROAD
COMPAN

The falling leaves — the rising wind

— and a Storer station schedule —
combine to help you reach more people,
sell more merchandise — at lower cost.

STORER BROADCASTING COMPANY

WSPD • WSPD-TV
Toledo, Ohio

WJBK • WJBK-TV
Detroit, Mich.

WAGA • WAGA-TV
Atlanta, Ga.

KGBS • KGBS-TV
San Antonio, Texas

WBRC • WBRC-TV
Birmingham, Ala.

WWVA
Wheeling, W. Va.

WGBS
Miami, Fla.

NATIONAL SALES HEADQUARTERS:

TOM HARKER, V. P., National Sales Director
118 E. 57th St., New York 22, ELdorado 5-7690

BOB WOOD, Midwest National Sales Mgr.
230 N. Michigan Ave., Chicago 1, Franklin 2-6498

what's cooking in Coffeyville?

THE 11 COUNTY COFFEYVILLE TRADE AREA IS A MAJOR MARKET OF 256,000 PEOPLE. 40% LARGER THAN TULSA OR WICHITA.

OUR LATEST AREA SURVEY COVERING THIS TERRITORY REPORTS THAT KGGF HAS THE BIGGEST AUDIENCE IN 45 OUT OF 52 MONDAY THRU FRIDAY ¼ HOUR STRIPS! (6:00 A.M. TO 6:30 P.M.)

ALONG WITH THIS LOYAL HOME AREA AUDIENCE, THE KGGF 10 KW SIGNAL DELIVERS PRIMARY COVERAGE TO 87 COUNTIES IN KANSAS, OKLAHOMA, MISSOURI AND ARKANSAS WITH A POPULATION OF 2,750,000.

KGGF

690 KC ABC

COFFEYVILLE, KANSAS

WEED & CO., National Representatives

First Sponsored Schoolcasts?

EDITOR:

WNBW (TV)'s claim of "first" for sponsored in-school tv programs as an official part of public school curriculum [B•T, Sept. 20, page 68] may hold water in Washington, but it's old stuff to Baltimore. The sponsorship of the *District of Columbia Public School Series* is at least a year late competing for "first" in that field.

The Cloverland Farms Dairy of Baltimore all last year sponsored the weekly *Students View the News* series through Bozell & Jacobs on WMAR-TV with its official inclusion by the Baltimore City Department of Education in the curriculum. The program, running again this year, is beamed for classroom utilization, with commercials kept at a bare minimum and is simulcast by WWIN Baltimore.

In addition, *Students View the News* is now in its fourth year of radio broadcast with official use by Baltimore City Schools (the idea originating at WWIN) and its third year of sponsorship by Cloverland Farms Dairy on WWIN. Maybe with all these statistics, *we* have a first somewhere.

Bronson Staley
Director of Radio and Television, Council of Churches of Maryland and Delaware, and "Professor" of Students View the News

P.S. No doubt that B•T is "first" *and* best in the field! I'd hate to miss an issue.

SAG on Rerun Payments

EDITOR:

We were most interested in the feature article under the heading "Rerun Payments: Actors Love 'Em" [B•T, Sept. 13].

Perhaps because of a misunderstanding of terminology employed . . . some persons may misinterpret certain facts alluded to in the article. Therefore, we would like to offer the following additional information:

The statement is made that the major studios "were quite willing to grant the actor an adjustment for showings (on television of theatrical films) that they didn't intend to permit" and "the major studio provision was then written into the Monogram contract, which has served as the basis for all such feature film showings since."

What the Screen Actors Guild actually obtained from the major studios in the 1948 contract negotiations was what we call a "stop-gap clause," still in effect in the current contract, which permits the Guild to cancel its contract with the producer if the producer releases to television any theatrical film made after Aug. 1, 1948. The contract itself makes very clear that at no time did the major studios agree to an "adjustment" (additional payment) for an actor in a theatrical film released to television. . . .

The effect of this right of cancellation has been that a producer who wishes to stay in the business of producing films and who wishes to release to television any theatrical films made after Aug. 1, 1948, negotiates with the Guild and agrees to make additional payments to the actors in such films for the television rights. Monogram Pictures (now Allied Artists) was the first studio to make such a deal and the negotiations which led to the 12½-15½ percent-of-original-salary formula, as additional compensation for the actors, were held with Monogram and not with any major studio.

The "Monogram formula," which applies only to theatrical films, was negotiated . . . considerably *after* the contract between the Guild and the Alliance of Television Film Producers was negotiated and signed; thus it was the contract with the Alliance which established the concrete provision that the actor is entitled to additional compensation for subsequent runs of television films.

The $76,000 figure . . . covers *only* residual payments for subsequent runs of *entertainment films* specially made for television. This figure does *not* include additional payments to actors from several producers under the "Monogram formula," for theatrical film made since Aug. 1, 1948, and released to television, and it does not include any of the "use payments" to actors who appear in filmed tv commercials.

Kenneth Thompson
Television Director
Screen Actors Guild

Hard-To-Get

EDITOR:

I have just scanned the Sept. 27 issue of your book and especially like the "feature" on Lennen and Newell planning the Lehn and Fink tv campaign.

Keep up the good job in this hard-to-get trade news.

C. Reid Webber
Webber Adv. Agency
Grand Rapids, Mich.

What We Said!

EDITOR:

Your text and editorials are usually such models of clarity and good usage that I am distressed by an inadvertent slip in an editorial in B•T for Sept. 6, where you wrote "inferred" when you meant to write "implied," in the sentence, "Dr. Stanton . . . inferred that those who have no confidence in the [radio] business should get out of it . . ."

The harm here, I am afraid, is that too many radio and tv "personalities" who regard B•T as I do as "The Bible of the industry," may be more deeply confirmed in their mistaken use of "infer" and "inferred." Within two evenings I heard seven different persons, including two participants in panel discussions of intellectual matters and one Senator in an interview, say "I don't mean to infer . . ." when the context plainly implied that the person did not mean to say something from which a wrong reference might be drawn.

Common usage makes good usage, but when two such words as "infer" and "imply" serve so well to distinguish two different processes, it would be regrettable if one of them fell into disuse by reason of the other's doing double duty.

Burton Rascoe
The Tv First-Nighter
New York

Can Uhf Top This?

EDITOR:

The enclosed letter will verify reception of KTAG-TV [Lake Charles, La. ch. 25] in Alhambra, Calif., a distance of over 2500 miles, on more than one occasion.

Can any other channel 14 to 83 top this?

Maurice P. Wayne
Chief Engineer
KTAG-TV Lake Charles, La.

[EDITOR'S NOTE: Letter from Martha Brown of Alhambra is addressed to Abe Manuel at KTAG-TV and reports that "I get your tv show here in California. I was so thrilled to get it, 'cause I once lived in Louisiana and learned to love the French music. Please have Little Dottie sing, 'I Gave My Wedding Dress Away' . . . I'll be watching . . ."]

Liberace

COMMENTS FROM TYPICAL STATIONS

One cold call . . . a sale was made on the spot. Liberace is in a category by itself. Any leading radio station should be able to sell this series.

WDNC — Durham, N. C.

We sold Liberace on a firm 52 week contract to the first client, on the first call. Frankly, in my 20 years in this business, Liberace was the easiest sale I ever saw made.

WJPS — Evansville, Ind.

RADIO SHOW

NOW SOLD . . . COAST-TO-COAST!

ALABAMA

Birmingham	Food Chain

ARIZONA

Phoenix	Floor Covering

ARKANSAS

Jonesboro	

COLORADO

Colorado Springs	Furniture
Denver	

CONNECTICUT

West Hartford	

DELAWARE

Wilmington	Music Store

DISTRICT OF COLUMBIA

Washington	Bedding Mfr.

FLORIDA

Miami	Savings
Pensacola	

GEORGIA

Augusta	Bedding Mfr.
Macon	

IDAHO

Boise	Music Store
Idaho Falls	
Wallace	Merchant Assoc.

ILLINOIS

Rock Island	Dry Cleaning
Chicago	Ladies Apparel
Herrin	
Quincy	
Rockford	Appliances
Springfield	Mortuary

INDIANA

Evansville	Food Chain
Indianapolis	Jewelers

IOWA

Des Moines	Savings
Shenandoah	

KANSAS

Topeka	Ladies Apparel
Wichita	Appliances

KENTUCKY

Lexington	Dry Goods
Louisville	Jeweler

LOUISIANA

Baton Rouge	Dept. Store
New Orleans	Jeweler
Shreveport	Food Chain

MICHIGAN

Flint	Biscuit Co.
Grand Rapids	Biscuit Co.
Jackson	
Lansing	Music Store
Saginaw	

MARYLAND

Baltimore	

MISSOURI

Springfield	
Kansas City	
St. Louis	Utility

MONTANA

Billings	Bank
Great Falls	Appliances
Miles City	
Missoula	

NEBRASKA

North Platte	Biscuit Co.

NEW HAMPSHIRE

Manchester	Bank

NEW MEXICO

Albuquerque	

NEW YORK

Buffalo	Coffee
New York	Meat Packer
Plattsburg	
Rochester	
Syracuse	

If Your Market Is Not Listed It May Still Be Available!

Liberace Show Being Programmed on Sunday . . . By More Than 50% of Stations

DAY OF WEEK	NUMBER OF MARKETS
Sunday	84
Monday	10
Tuesday	6
Wednesday	3
Thursday	11
Friday	3
Not yet scheduled	33

NORTH CAROLINA

Asheville	Dept. Store
Durham	Tire Sales
Winston-Salem	Furniture

OHIO

Akron	Furniture
Canton	
Cincinnati	Detergent
Cleveland	Savings
Columbus	Detergent
Dayton	Bank
Middleton	Bank
Portsmouth	Bank

OKLAHOMA

Lawton	
Oklahoma City	Utility
Tulsa	Dairy

OREGON

Astoria	Mortuary
Hood River	Dept. Store
The Dalles	Dept. Store
Portland	

PENNSYLVANIA

Easton	
Lancaster	
Harrisburg	Coffee
Johnstown	Savings
Erie	Coffee
Philadelphia	Coffee
Pittsburgh	Coffee
Reading	Utility
Wilkes Barre	Coffee
York	Dance School

TENNESSEE

Knoxville	Bank
Memphis	

TEXAS

Amarillo	Mortuary
Austin	Music Store
Corpus Christi	
Houston	Dept. Store
Lubbock	

UTAH

Salt Lake City	

VERMONT

Burlington	Hardware

VIRGINIA

Charlottesville	
Newport News	Wholesaler
Warick	
Hampton	
Norfolk	
Portsmouth	

WEST VIRGINIA

Charleston	Trailer Sales
Huntington	Appliances

WASHINGTON

Centralia.	Apparel
Seattle	
Yakima	Bank

WISCONSIN

Beaver Dam	
Milwaukee	Savings

ALASKA

Anchorage	
Fairbanks	Food Store
Juneau	Transfer Co.
Seward	Hardware
Ketchikan	Oil Co.
Sitka	Hardware

52 WEEKS OF SPARKLING HALF-HOURS

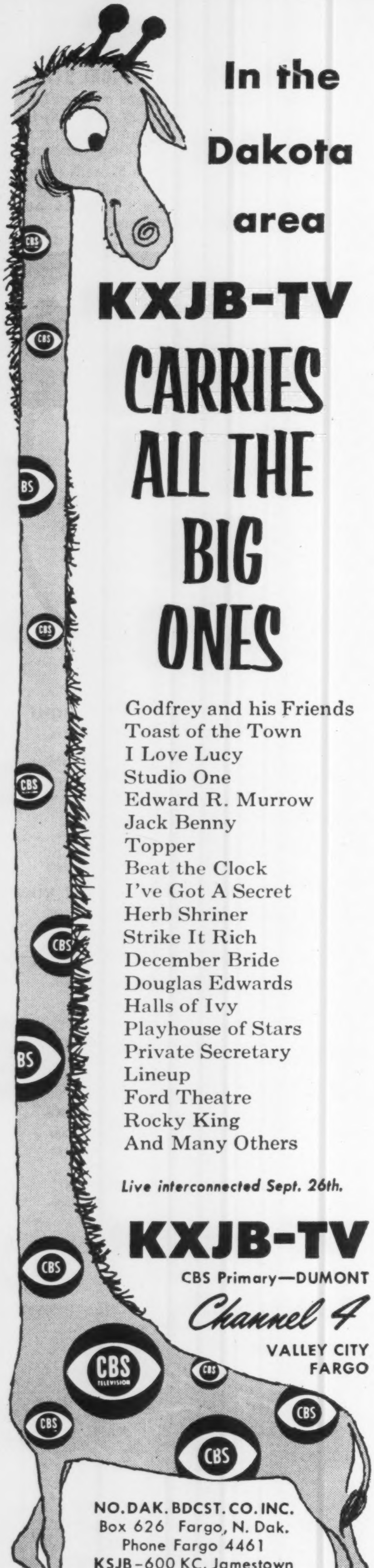
Television's Biggest Success Story Becomes Radio's Fastest Selling Show!

Guild's realistic price policy makes it your best radio "buy!"

Hurry . . . Don't Delay. . . Write, Wire or Phone Today for Complete Details!

Guild Films
RADIO DIVISION

420 MADISON AVENUE
NEW YORK 17
MURRAY HILL 8-5365



In the
Dakota
area

KXJB-TV

CARRIES
ALL THE
BIG
ONES

Godfrey and his Friends
Toast of the Town
I Love Lucy
Studio One
Edward R. Murrow
Jack Benny
Topper
Beat the Clock
I've Got A Secret
Herb Shriner
Strike It Rich
December Bride
Douglas Edwards
Halls of Ivy
Playhouse of Stars
Private Secretary
Lineup
Ford Theatre
Rocky King
And Many Others

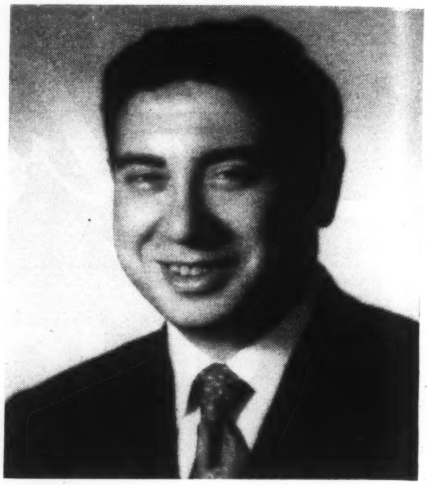
Live interconnected Sept. 26th.

KXJB-TV
CBS Primary—DUMONT
Channel 4
VALLEY CITY
FARGO

NO. DAK. BDCST. CO. INC.
Box 626 Fargo, N. Dak.
Phone Fargo 4461
KSJB-600 KC, Jamestown
KCJB-910 KC, Minot
KCJB-TV-Ch. 13, Minot
REPS: WEED TELEVISION

our respects

to ROBERT OSCAR MILLER



RADIO will carry the "brunt" of advertising in the future and maintain its force as the "prime mover of goods," if you subscribe to the views of Robert Oscar Miller, one of the foremost proponents of radio in the Midwest.

In radio the past 15 years, Mr. Miller last April 14 transferred his energies and foresight from foreign language pursuits in a concrete move to meet the challenge to radio in Chicago. He is meeting this challenge in his capacity of principal owner and general manager of WAIT—heretofore the "Musical Voice of the Midwest," which he purchased upon relinquishing of his stock in WSBC, also Chicago.

Since he and his family, operating as a partnership, obtained majority control from Gene T. Dyer, and Mr. Miller took over the helm of a relatively small entity in Chicago radio circles—a 5 kw daytimer (on 820 kc)—a number of things have happened at the station, all attesting to aggressive radio management.

The station has enjoyed a boost of an average of 3.5 in ratings (according to Pulse surveys) and an increase in billings—small but promising (of 5 to 8%). Overhead has gone up, but so has revenue, a source of quiet pride to a broadcaster who formerly toiled in the vineyards of WGES and WSBC, foreign language outlets owned and operated by Mr. Dyer.

Further WAIT Expansion Planned

WAIT recently signed a 2½-year contract, as evidence of its faith that it will expand, for studios in the Civic Opera Bldg. (Kemper Insurance Bldg.) and will move its executive offices from 75 E. Wacker Drive by Nov. 1. Programwise, Mr. Miller has been studiously buying up established big-name package shows, viz., *Liberace, Mr. District Attorney, Drew Pearson, Clubtime* and *Baukhage,* and innovating other program changes.

Recently WAIT literally extended its broadcast schedule beyond signoff. It signed an agreement with a dozen or so drive-in theatres for musical entertainment and promotion. Mr. Miller also got Carson, Pirie Scott & Co. to set up a special Liberace Room in its store as part of a promotion deal to herald the *Liberace* radio series. Football is back on WAIT, fully-sponsored for the first time in years.

It was not Bob Miller's early urge to get into radio, for he had decided on law as a "practical" means of livelihood. Actually, theatrics dominated his youthful thinking, but it was his father who guided him along the broadcast byway.

Today, this youthful station owner-manager is dedicated to the proposition that radio can return to the basic philosophy of its golden years by selling itself aggressively and making itself a community fixture. There is nothing like aural broadcasting, he insists, citing the stimulation factor that stems from being able to hear but not see. What of television? Mr. Miller feels radio-tv will complement each other and draws this analogy:

"Radio is day-to-day black-and-white [print] advertising while television is the double-page color spread." Color tv will add much in the manner of multi-color pages, but the listener always will prefer to use his own imagination, he feels. (As an example, a reader seeing an ad showing how he can improve his home will be more stimulated if he hears an announcer telling how, because he tends to visualize it.)

Robert Oscar Miller was born on July 4, 1917, in New York. When he was eight months old, his family moved to Detroit where he attended public schools, moving to Chicago with his family 12 years later. Young Bob enrolled at Roosevelt and John Marshall high schools, and put in a stint at DePaul U.'s law school. He received a degree from Roosevelt College.

Mr. Miller's post-school activities centered around things theatrical and dramatic in actors' groups, including experience as a dramatic instructor in a summer camp. From a combination of circumstances, he didn't linger in that field.

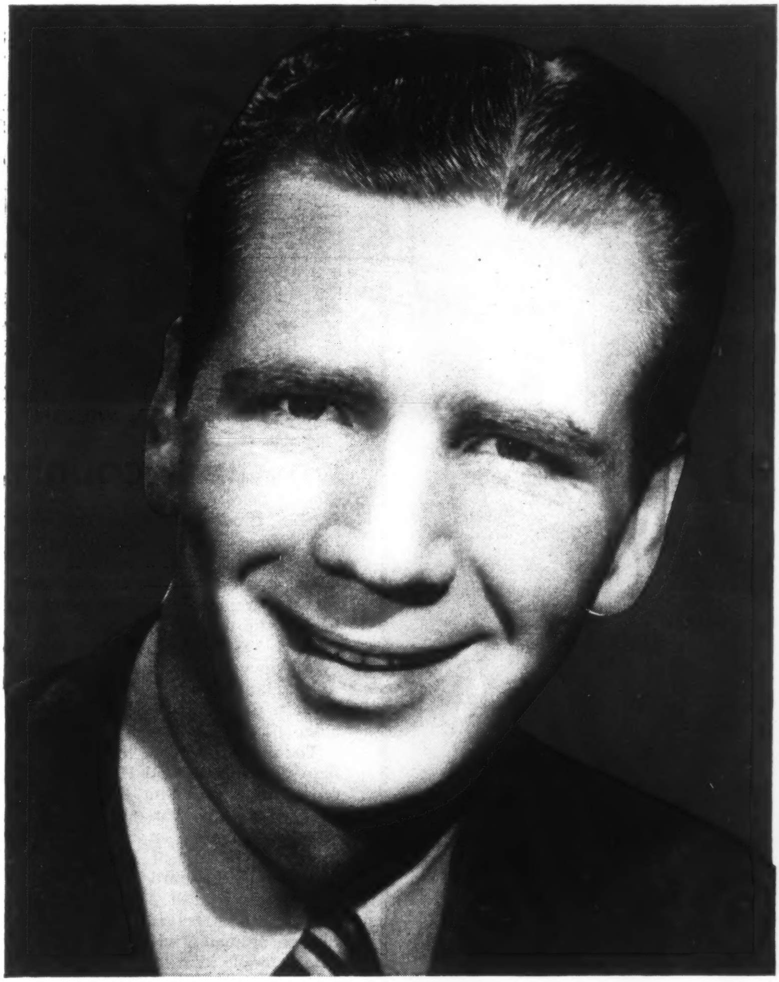
For one reason, his father, Julius Miller, was conducting a series of Jewish language programs on WSBC, where the youth roamed the corridors and elbowed with radio personalities (Val Sherman and others). His dad convinced young Bob that radio held a bright future for him.

At the age of 22, young Mr. Miller launched his broadcast career as an announcer at WGES, then owned by Gene T. Dyer. He subsequently became the station's program director. In 1944 Mr. Miller and his family acquired WSBC and Mr. Miller became general manager, a post he held until this year. (Gene T. Dyer was required to divest himself of holdings in all but WAIT under FCC's duopoly rules). During the war he turned out programs in seven foreign languages for the Office of War Information.

Operating a foreign-language outlet was fairly profitable, as Mr. Miller recalls it, but early this year he and his family decided to turn to a new venture and another sort of challenge—revitalizing a station which was acknowledged in metropolitan radio circles to have lower ratings. Mr. Miller and his family—his wife, Gertrude; mother, Bertha, and father, Julius—sold WSBC and bought 72% of WAIT, a 13-year-old-station which was leaning heavily on music libraries. (Another group still retains minority interest.)

Mr. Miller's hobbies include horseback riding and camping. He married the former Gertrude Hillman and they live in Austin, on Chicago's western edge, with their three youngsters—Chellie 12, Drew 8 and Geoffrey 4.

Mr. Miller is no joiner, but his plans for WAIT keep him busy aggressively pushing radio as a medium which, he feels, has undersold itself and which was "hurt by internal fear and confusion among people in the industry" after the glorious era of the '30s.



Congratulations, Durward Kirby you've won half of Indiana

That is, we modestly claim only half. (Surveys show we reach much more.) Since you went and left, Dur, you've gone a long way. Anyways, we just want you to know nearly half the state of Indiana is watching you.

What happened, Dur, was this: We changed our tower (now it's 1019 feet) and fattened up our power (100,000 watts, ERP). You know how it is, Dur,—progress.

Now when you come through Indiana daily over Channel 6 you cover more ground (16,680 square miles), and visit with more people: 1,865,194 live in our A and B contours only. That's 45% of all resident Hoosiers — nearly half, Dur. Your half. You know how they go for you—just as they did when you got started in radio over WFBM. Not just because you're home-grown, Dur. You really do deliver a show.

And Durward, maybe you can figure out something funny to say about this: 39.1% of your half lives in cities (mostly Indianapolis); 32.5% are suburbanites and 28.4% are down on the farm. These folks in your old home territory have a mean income well above the average.

Finally, Dur—if you want to keep posted on your half of Indiana just for old times' sake—there's a Katz office up there in New York. Stop in for a chat.

WFBM-TV

INDIANAPOLIS

Represented Nationally by the Katz Agency

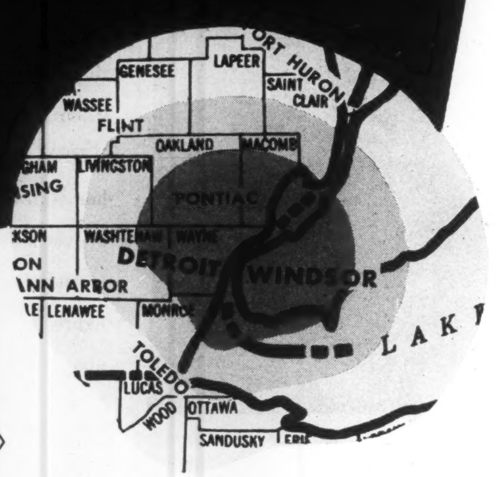
[illegible]

-in the Detroit area!

THE MOST POWERFUL TV STATION IN NORTH AMERICA

CKLW-TV 9

channel



325,000 WATTS

●

HERE'S WHERE YOUR MESSAGE GOES ⇨

●

HERE'S WHO YOU SELL ⇩

In the Detroit area, CKLW-TV with its 325,000 watt power penetrates a population grand total area of 5,295,700 in which 85% of all families own TV sets. Of these 1,327,980 TV families CKLW-TV Channel 9 covers a total of 1,238,585.

Adam Young
Television Corporation
National Rep.

CKLW radio: 50,000 watts at 800 KC.

J. E. Campeau
President

DUMONT and CBC

CKLW-TV

Guardian Bldg., Detroit

JAMES B. WILSON

on all accounts

WHEN Jim Wilson made the transition from newspapers to the advertising agency field some 13 years ago, a budding authorship may have been nipped. He accomplished the switch with apparent ease and no perceptible regrets, because he wanted both to "write and sell."

Since 1941, when he joined D'Arcy Adv. Co. as a copywriter in the St. Louis headquarters office, James Wilson has moved to the top echelon of this sizable agency with the characteristic aggressiveness of a good newsman.

Today Mr. Wilson, in association with William C. Edwards and H. N. Spencer, two vice presidents, heads the new Chicago operation of D'Arcy Adv. Co. as senior vice president. The branch was set up last June to service Standard Oil Co. of Ind. product advertising.

Servicing Standard is no small undertaking. The firm's overall advertising budget for 15 midwestern states is estimated to exceed $8 million annually, with radio-tv constituting the largest single item of expenditure medium-wise.

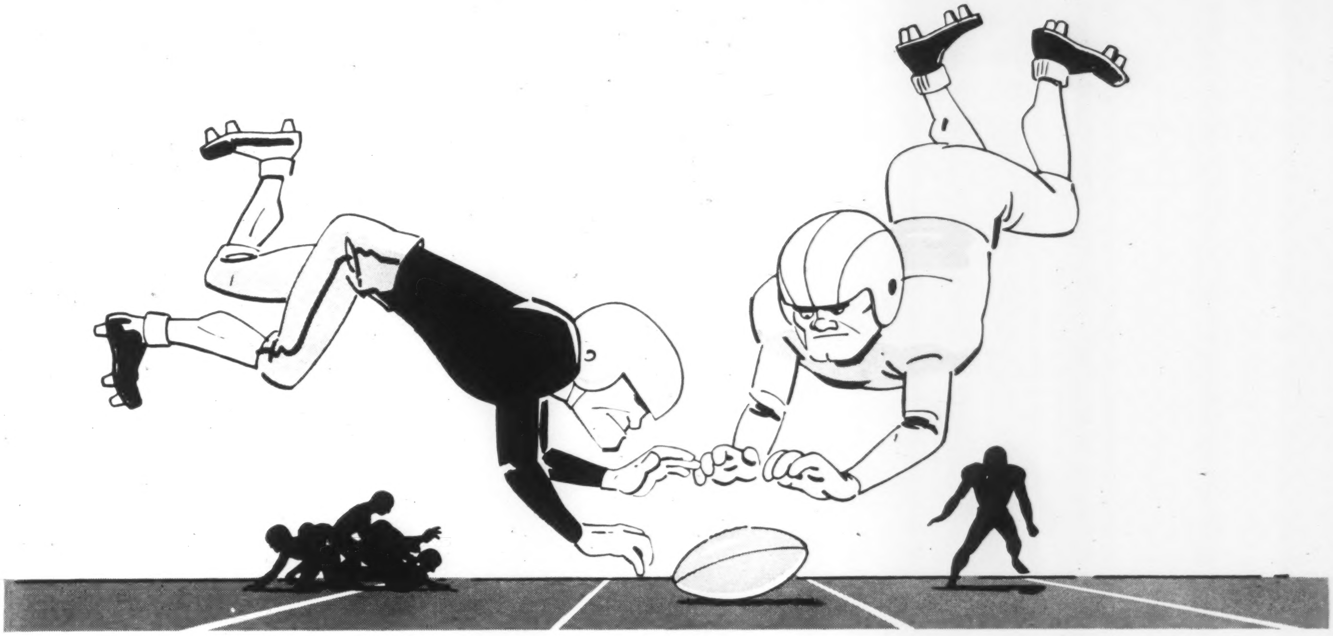
A native of Onarga, Ill., James Boone Wilson was born Feb. 20, 1902. He wanted to be an author "but I got sidetracked into the business end of newspapers."

After four years at the U. of Illinois, where he majored in English and was graduated in 1925, Mr. Wilson took up post-graduate work in advertising for a year at Northwestern U.

In 1926 he moved into the newspaper field where he was to remain for 15 years. He spent six years as advertising representative of the old *Chicago Evening American*, two in a similar capacity with the some 25 Scripps-Howard newspapers (operating out of the Midwest), six more as advertising manager of the *St. Louis Star-Times*, and stints with the *Washington Times-Herald* (associate publisher) and *Dallas Journal* (advertising director).

During his 13 years with D'Arcy, Mr. Wilson has worked on a variety of accounts using radio-tv, among them: Friedman-Shelby Div. of International Shoe Co., Missouri Pacific Railroad, Cook Chemical Co., Laclede Gas Co. and Rice-Stix. He formerly was also active on the Glenmore Distilleries Co. account. He was elected a vice president in 1946.

Jim Wilson is past president and past gridiron chairman of the St. Louis Advertising Club, and past chairman of the St. Louis Chapter of the AAAA. He also has been a director of the city's Better Business Bureau. He married the former Margaret Callaghan and they have two sons, James B. Jr., 26, and Peter Barton, 20. They have just bought a home in Barrington, a Chicago suburb.



It's No Draw...in Omaha

When it comes to carrying the ball and piling up sales gains in the Omaha area, **KMTV is out in front everytime.** KMTV's continuing popularity leadership is the result of providing outstanding programs and promotions. For proof of KMTV's program superiority, check with the latest Pulse. And here's an example of a KMTV promotion:

To celebrate its 5th Anniversary, KMTV bought all seats in the Omaha Stadium on Sept. 2nd, the night of an Omaha-Sioux City Western League game. KMTV arranged for personal appearances of Dizzy Dean, Joe DiMaggio, KMTV's on-the-air personalities plus top Omaha entertainers.

Results? This promotion was the biggest birthday party ever staged in Omaha.* 21,000 people saw it—all Stadium attendance records were broken. Thousands of people were turned away—tens of thousands more saw the party on TV. And important, too . . . this promotion gave owners of baseball clubs and TV stations a plan whereby both industries could work for the mutual advantage of each.

News stories and photographs of the KMTV promotion and its cooperation with minor league baseball received wide local and regional coverage and also appeared in such national publications as Sporting News, Sports Illustrated, Chicago Daily News, and New York Herald Tribune.

This "once-in-a-lifetime" party for KMTV viewers is indicative of KMTV's public service and community spirit. For further proof of KMTV's leadership and acceptance in the Omaha area, contact Petry or KMTV today.

* Free photo-packed 8-page booklet on the KMTV-Baseball Party available. Write KMTV, Dept. 3, Omaha.

SMART ADVERTISERS ALL AGREE: IN OMAHA, THE PLACE TO BE IS CHANNEL 3

TELEVISION CENTER
KMTV
CHANNEL 3
MAY BROADCASTING CO.

- CBS-TV
- ABC-TV
- DUMONT

OMAHA

Represented by
Edward Petry & Co., Inc.

Now get up to 1000 KW

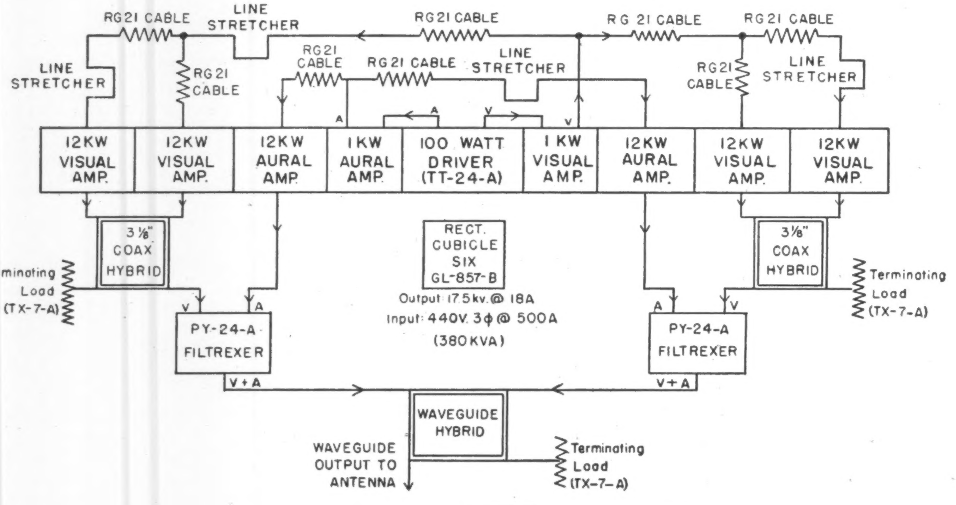
GENERAL ELECTRIC
USING YOUR PRESENT 1 KW TRANSMITTER REGARDLESS OF MAKE
OR
G-E 12 KW TRANSMITTER

ANNOUNCING NEW G-E 45 KW

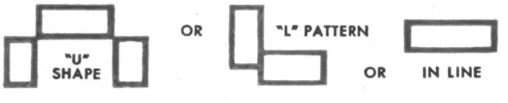
G.E. marks another milestone in transmitter engineering! The pioneer in UHF high-power television proudly announces the *new* UHF TV transmitter—the 45 KW. The "bugs" are out, in fact, were out long ago, because G.E. incorporates in the 45 KW tested and proved components and design features that have been successful in 1 KW and 12 KW transmitters for UHF!

From the "45" you can get up to 1,000 KW of UHF power *this* year! With an antenna gain of 25 you can obtain a full megawatt of power allowing 11% line loss. G-E engineers reckoned with the

BLOCK DIAGRAM OF 45 KW UHF TRANSMITTER


RG21 CABLE
LINE STRETCHER
RG21 CABLE
RG 21 CABLE
RG21 CABLE
LINE STRETCHER
RG21 CABLE
RG21 CABLE
RG21 CABLE
LINE STRETCHER
RG21 CABLE
LINE STRETCHER
A
A
V
V
12KW VISUAL AMP.
12KW VISUAL AMP.
12KW AURAL AMP.
1 KW AURAL AMP.
100 WATT DRIVER (TT-24-A)
1 KW VISUAL AMP.
12KW AURAL AMP.
12KW VISUAL AMP.
12KW VISUAL AMP.
3⅛" COAX HYBRID
Terminating Load (TX-7-A)
RECT. CUBICLE SIX GL-857-B
Output 17.5kv.@ 18A
Input: 440V. 3ϕ @ 500A
(380KVA)
3⅛" COAX HYBRID
Terminating Load (TX-7-A)
V
A
PY-24-A FILTREXER
A
V
PY-24-A FILTREXER
V+A
V+A
WAVEGUIDE HYBRID
WAVEGUIDE OUTPUT TO ANTENNA
Terminating Load (TX-7-A)

YOU CAN POSITION THE OVERALL 35' OF EQUIPMENT TO BEST FIT SPACE REQUIREMENTS IN ANY TV OPERATION


"U" SHAPE
OR
"L" PATTERN
OR
IN LINE

UHF POWER IN 1954!

WILK-TV
WILKES BARRE, PA.
GETS THE FIRST ONE!

UHF TRANSMITTER

dollars you've already invested in present 1 KW and 12 KW transmitters throughout the country. As a result the new 45 KW utilizes a cubicle technique. Your present transmitter, whether it is 1 KW or G-E 12 KW for UHF, may be used in part to make up the ten cubicles of the new 45 KW.

The block diagram shows one suggested arrangement of cubicles and components. To save floor space and suit your individual transmitter layout, select from the others illustrated. Or, custom-tailor a cubicle layout to fit your specifications.

EXTERNAL EQUIPMENT:

	Height	Width	Depth	Weight
PLATE TRANSFORMER	90″	59″	59″	5500#
REACTOR	69″	31″	31″	1400#
WATER COOLER	89″	60″	114″	2700#
WATER PUMP	17″	15″	39″	650#
WATER TANK (filled)	33″	33″	33″	1180#
CIRCUIT BREAKER	24″	16″	17″	300#

A FEW IMPORTANT FEATURES OF THE NEW G-E 45 KW FOR UHF TV:

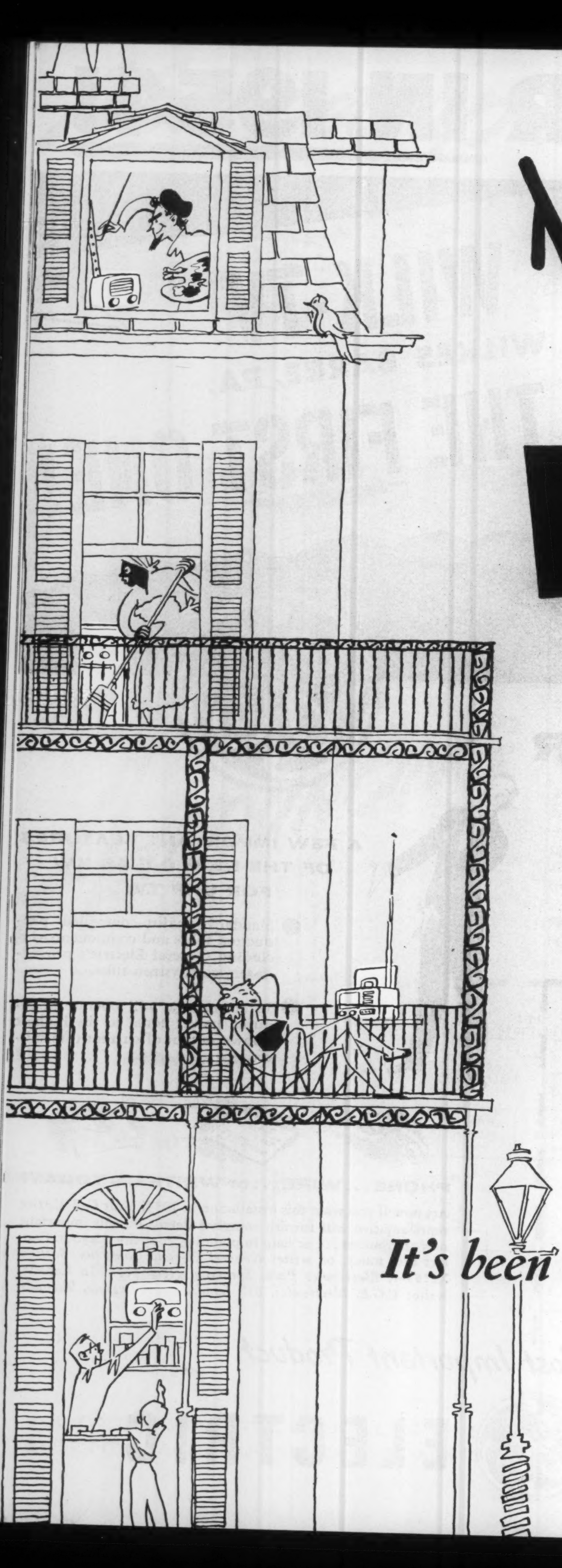
- Standard quality-controlled production tubes and components—including General Electric's proved-in-service Klystron tube.
- In emergency, will operate at reduced power equal to the highest known output of current transmitters.

PHONE . . . WIRE . . . or WRITE US TODAY!

Act now if you want this installation in 1954! Your G-E district representative will furnish complete details on this important new transmitter . . . or help in planning your floor layout. Contact him today, or write: *General Electric Company, Section X2104-4, Electronics Park, Syracuse, New York.* In Canada, write: *C.G.E. Electronics, 830 Landsdowne Avenue, Toronto.*

Progress Is Our Most Important Product

GENERAL ELECTRIC



New Orleans has

746,000 PEOPLE
—Chamber of Commerce figures

11 RADIO STATIONS
—by actual count

—but

only ONE

WWL

—according to the mostest of the listeners . . .

It's been that way for 32 years!

REPRESENTED BY THE KATZ AGENCY, INC.

BROADCASTING
TELECASTING

October 4, 1954

Vol. 47, No.14

AUTO SALES CAMPAIGNS MEAN $64.5 MILLION TO RADIO-TV

Most car makers are banking on radio and television to deliver a heavy punch in the tough fight that is shaping up. The stakes are heavy: for the newly merged independents—survival; for the Big Three—continued domination of the fabulous U. S. automobile market. This is an exclusive B•T report.

U. S. AUTOMAKERS have budgeted a record $64.5 million for radio and television advertising in anticipation of the toughest sales battle of automotive history.

A bare-knuckle struggle is taking shape. Through mergers, the independents have beefed up their manufacturing and selling operations in an effort to recapture some of the market that has been monopolized by General Motors, Ford and Chrysler—the Big Three. In the first half of 1954 total auto sales were roughly divided this way: General Motors, 49%; Ford, 31%; Chrysler, 14%; all others, 6%. For the newly merged Packard-Studebaker, Kaiser-Willys and American Motors (Nash-Hudson), an increase of that 6% is vital.

Of the Big Three, Chrysler is out to recover ground that it has lost to GM and Ford, which together had 80% of the market in the first half of this year. GM and Ford are out to protect if not enhance their domination.

Almost all companies have gambled huge investments in retooling to come out with new designs and mechanical advances. The new models will start appearing this week, earlier than in the past and with bigger promotion efforts. For the next two months, the U. S. public will be dazzled by a parade of streamlined horsepower such as it has never seen.

In such a business climate, radio and television have been chosen to deliver a heavy punch. Here are B•T estimates of what the motormakers will spend on those two media, in both spot and network, in the 1954-55 season:

General Motors will spend $20.75 million in radio-tv for its combined divisions, including Cadillac ($250,000), Chevrolet ($8 million), Buick ($4 million), Oldsmobile ($4 million) and Pontiac ($3.5 million). General Motors Corp. will spend $1 million in an institutional campaign.

Ford Motor Co. will invest a $16 million radio-tv overall total to exploit Ford ($4 million), Mercury ($5.5 million) and Lincoln ($2 million). The parent company will allocate an additional $4.5 million for supplementary promotion of its line.

Chrysler Corp. will spend $20 million in radio-tv to advertise its entries including Chrysler ($3.5 million), DeSoto ($5 million), Dodge ($3 million) and Plymouth ($3.5 million). The Chrysler Corp. itself will round out the exploitation with a supplemental $5 million.

American Motors, a recent merger of Nash and Hudson, will invest $5 million in radio-tv (Nash, $3 million; Hudson, $2 million).

The new Studebaker-Packard combine will spend $2.7 million in radio-tv, $1.3 million on behalf of Packard and $1.4 million for Studebaker.

Kaiser-Willys to date is slated to expend $100,000 in radio-tv, the entire sum to be devoted to the Kaiser model.

This year's unprecedented radio-tv exploitation by the automotive industry will take every conceivable form ranging from "Spectaculars" through network shows to short-term saturation spots.

The detailed, car-by-car breakdown of advertising allocations follow:

General Motors will make extensive changes in the designs of Chevrolet and Pontiac. Both cars are expected to be lower and longer with wrap-around windshields and visored headlights. Chevrolet's 125 horsepower is expected to be increased to 150 with a V-8 engine.

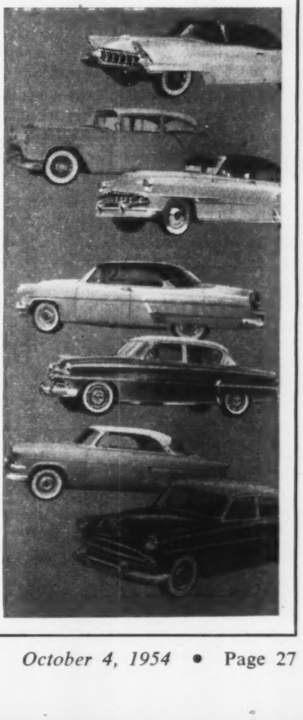
Chevrolet, which will make its debut in late October, will spend an approximate $8 million in a combined radio-tv campaign. The company plans to start 20-second spots in television five days prior to announcement of the new model, continuing up to two weeks. In radio, Chevrolet will buy a network short-term package similar to a pattern used last year. In

THE AUTOMOTIVE RACE

Here are B•T estimates of the radio-television budget, including spot and network, for each major motormaker in the 1954-55 season.

GENERAL MOTORS	
CORP.*	$1,000,000
Cadillac	250,000
Chevrolet	8,000,000
Buick	4,000,000
Oldsmobile	4,000,000
Pontiac	3,500,000
FORD MOTOR	
CO.*	4,500,000
Ford	4,000,000
Mercury	5,500,000
Lincoln	2,000,000
CHRYSLER	
CORP.*	5,000,000
Chrysler	3,500,000
DeSoto	5,000,000
Dodge	3,000,000
Plymouth	3,500,000
PACKARD-STUDEBAKER	
Packard	1,300,000
Studebaker	1,400,000
AMERICAN MOTORS	
Hudson	2,000,000
Nash	3,000,000
KAISER-WILLYS	
Kaiser	100,000

** Figures for expenditures by parent corporations in addition to expenditures by divisions of the corporation.*



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OLDSMOBILE Dealers of Washington, D. C., contract with WTOP there to sponsor the new *Liberace* radio show (Sundays, 10-10:30 p.m.) for 26 weeks. L to r: seated, Lawrence Richardson, WTOP Inc. general services director; Charles A. Olmstead, president of Olmstead Motors and head of the advertising committee, Washington Oldsmobile dealers; standing, Ernest S. Johnston, president, Ernest S. Johnston Adv. Agency, and Arch McDonald Jr., WTOP account executive.

addition the firm will continue to sponsor Dinah Shore twice a week on NBC-TV and NBC Radio. Chevrolet also sponsors *T-Men in Action* on ABC-TV. Campbell-Ewald, New York and Detroit, is the agency.

Pontiac, with a $3.5 million television budget, will display its new model at the end of October, using a host of station identifications and 20-second announcements beginning four days before the unveiling date and continuing a few days after. Additionally, Pontiac will sponsor the *Red Buttons Show* every other week and the *Jack Carson Show*, also alternate weeks, on NBC-TV. MacManus, John & Adams, New York, is the agency.

Buick, Cadillac and Oldsmobile—all with increased engine strengths, and with Cadillac stepping up to 250 horsepower—are expected to introduce their new models about mid-November.

Buick plans to use a television spot campaign, similar to one used last year, starting one week before the announcement date, in more than 170 cities. In addition Buick will use short-term radio network shows, comparable to buys of last year. Buick continues to sponsor the *Milton Berle Show* on NBC-TV. Kudner Agency, New York, is the agency.

Cadillac, with a budget of a quarter of a million dollars, is entering network television for the first time with participations on both *Today* and *Tonight* on NBC-TV to promote its new model. Radio will not be used. MacManus, John & Adams, New York, is the agency.

Oldsmobile, with an allocation of $4 million, will sponsor 13 "Spectaculars" on NBC-TV, Saturday nights, starting with *Lady in the Dark* on Sept. 25 (see review, page 14). The firm will use a radio package—short term—on the ABC Radio network. D. P. Brother, Detroit and New York, is the agency.

Ford Motor Co. expects to reveal restyled Ford and Mercury models with increased power, wrap-around windshields and tubeless tires. Lincoln probably will increase its horsepower to 250.

The Ford Motor Co., as parent operation, will spend almost $4.5 million this year in television. Ford will co-sponsor the Thursday night NBC-TV "Spectaculars" with RCA-Victor and in addition will underwrite the dramatic series, *Ford Theatre*, on NBC-TV. The "Spectaculars" are placed through Kenyon & Eckhardt while the dramatic series is serviced by J. Walter Thompson Co.

Ford models are expected to be put before the public early in November. The Ford dealers who promote cars in radio and television are expected to spend approximately $4 million in a spot campaign similar to that of last year when the announcements were placed on more than 1,700 radio and television stations. Contracts will be from one to four weeks. Ford dealers also use film shows, placed locally during the year. J. W. Thompson Co., New York, is the agency.

The new Mercury model will debut Nov. 14 backed by a $5.5 million television and radio budget. A one-week teaser spot announcement campaign will be launched Nov. 7 on more than 50 radio stations. The one-week schedule will be followed by another campaign to run until the end of the year. Major television cities also will be used for the introductory promotion. Mercury regularly co-sponsors, with Lincoln, *Toast of the Town* on CBS-TV, Sundays. Kenyon & Eckhardt, New York, is the agency.

Lincoln will bring out its 1955 models Nov. 7 with an approximate $2 million campaign, all of it channeled into *Toast of the Town.* Kenyon & Eckhardt is the agency.

Chrysler Corp.'s Dodge, DeSoto and Plymouth reportedly will be "changed from bumper to bumper." They will be longer and lower, with wrap-around windshields.

The expressed goal of the Chrysler Corp. is to capture 20% of the automotive market. The figure represents a sharply increased quota for the organization, whose sales up to last July accounted for about 13.7% of the industry's total.

Chrysler Plans

Chrysler Corp., as parent operation, expects to spend about $5 million in television. Once a month the company will sponsor the "Extravaganza," *Shower of Stars*, on CBS-TV and on intervening weeks will present an hour-long dramatic program in the same time slot, Thursdays, 8:30-9:30 p.m. on CBS-TV. The hour-long series will be carried on more than 130 CBS stations. McCann-Erickson, New York, is the agency.

Chrysler cars, with a $3.5 million radio-tv budget, will break a radio-tv short-term saturation campaign early in November prior to the mid-November unveiling of the new model. Chrysler also sponsors *It's a Great Life*, Tuesdays on NBC-TV. McCann-Erickson, New York, is the agency.

DeSoto, which has an approximate $5 million radio-tv budget, will use a three-week radio-tv saturation announcement campaign in 50 markets and radio minutes and chain breaks in 75 cities to introduce its new model. DeSoto along with Plymouth will continue to sponsor Groucho Marx on NBC-TV and NBC Radio, Thursdays, 8-8:30 p.m. BBDO, New York, is the agency.

Dodge will launch its new models in mid-November, using a seven-week radio spot announcement campaign in 100 markets starting Oct. 25, and an eight-week spot television schedule in 50 markets beginning Oct. 20. Dodge also co-sponsors two television network shows: *Break the Bank* and *Make Room for Daddy*, both on ABC-TV. In radio Dodge underwrites Roy Rogers on NBC Radio.

Plymouth, said to have an approximate $3.5 million budget in television and radio, sponsors *That's My Boy* on CBS-TV. The new models will be promoted on a supplementary radio-tv spot schedule similar to one used last year. In addition, a CBS Radio short-term contract for several network shows will be placed by N. W. Ayer & Son, New York and Philadelphia. Plymouth's agency is BBDO.

Studebaker-Packard, one of the recent mergers, will not be ready to show its new Packard cars until Jan. 1, although the 1955 Studebakers will be revealed Oct. 6.

Packard, with its budget of $1.3 million, will continue to co-sponsor (with Studebaker) the quarter-hour *Packard Program With Martha Wright*, Sundays on ABC-TV. Ruthrauff & Ryan, New York, takes over the Packard account from Maxon on Dec. 15. Plans for the unveiling have not been set.

Studebaker will be the first car out, on Oct. 6. Studebaker Co. sponsors Martha Wright, Sundays, on ABC-TV. In addition it supports quarter-hour news shows on 90 radio stations, year around. Roche, Williams & Cleary, Chicago, is the agency.

Kaiser-Willys, representing another merger of independents, plans to bring out new cars after Feb. 1. Kaiser, which spent about $100,000 last February in radio-tv, is expected to allocate about the same sum to announce the new model. Kaiser uses radio-tv on the local level with programs and spots. William Weintraub, New York, is Kaiser's agency.

Willys has no radio-tv plans at the moment. Ewell & Thurber agency handles Willys.

American Motors Corp. will build both its 1955 Nash and Hudson cars on the same basic body shell and produce them on the same assembly lines to cut tooling costs. The 1955 Nash and Hudson cars are expected to have new engine and mechanical features. Introduction of the new model is scheduled about mid-November to be followed by two others after the first of the year.

Nash cars will spend $3 million for tv-radio promotion using a three-or four-day spot saturation schedule early in November to coincide with the premiere of the 1955 model. In addition Nash and Hudson will participate in sponsorship of *Disneyland* on ABC-TV starting Oct. 27. Geyer Inc., New York, is agency for Nash.

Hudson, whose budget is about $2 million, also plans to use a saturation short-term spot schedule in television. Brook, Smith, French & Dorrance, Detroit is the agency.

ACTIVELY involved in the purchase of Canadian Professional Football schedule over KNBH (TV) Hollywood for 13 weeks are (l to r) James E. Wemple, station account executive; Walter McCreery, president, Walter McCreery Inc., Beverly Hills agency, and Bill Murphy, owner, Murphy Motor Co., sponsor.

TV COMMERCIALS TIPS GIVEN PACIFIC 4A

Researchist Schwerin offers four aids to better sales messages. Campbell-Ewald's Little also speaks at convention.

IN CREATING effective tv commercials, there are essentially no hard-and-fast rules, Horace S. Schwerin, president, Schwerin Research Corp., New York, told the annual meeting of the Pacific Council, American Assn. of Advertising Agencies in Coronado, Calif., last week.

However, after testing the effect of 5,000 commercials on the public at the firm's Avon Theatre, New York, he offered agency men four generalizations which "intelligently and imaginatively followed, can be of help."

1. "Correlate the audio and video. When you are presenting a sales point, be sure you are talking about it at the same time."

2. Demonstrate. "People are far more likely to remember advertiser claims of product performance if they see that performance convincingly demonstrated — in other words, proved."

3. Keep it simple, "both in . . . number of elements it contains and the way it is presented." Mr. Schwerin added that trick devices should generally be avoided. "Properly used, tv special effects can sometimes be very effective, but too often they are used simply for their own sake."

4. Use the right presenter. The performer in the commercial "should be compatible with the product and the sales point," he commented, with the example that a scantily-clad girl can distract from the virtues of a baking powder.

Among other speakers at the convention was Ben Alexander, "officer Frank Smith" of NBC-AM-TV's *Dragnet*.

Creativeness Upheld

Close script supervision by agencies too often results in "gutless, bloodless and easy-going programs of no lasting value," Mr. Alexander said, while commenting on "how talent thinks agencies can do a better job." Agencies must occasionally stand up to their clients to permit the creative end to operate effectively, he continued.

Using his association with Jack Webb as an illustration, Mr. Alexander said agencies would do better to give their programming personnel full responsibility. Cunningham & Walsh, representing Chesterfield cigarettes, do not hover over Mr. Webb and he thus works "10 times as hard," Mr. Alexander observed.

Finally, he warned the agencies that motion picture tv is an entirely different medium, "with nothing to do with radio and little to do with live tv."

Although Henry G. Little, president, Campbell-Ewald Co., Detroit, and a vice chairman, spoke primarily on printed media, he observed that "tv has accomplished wonders in a short period toward sophisticating the masses; programs and presentations on radio-tv are beamed, for the most part, toward an audience of intelligence."

He further commented that "sheer regularity with which most programs appear before the public has much to do with the success of the media (radio-tv). The frequent, consistent and regularly-spaced exposure to the sponsors name and message has reaped a cumulative impact that must have contributed mightily to penetration—and action."

At the convention, the new Pacific region AAAA officers were announced, with A. W. Neally, BBDO, Los Angeles, succeeding Ross Ryder, Ryder & Ingram Ltd., Oakland, as chairman; W. H. Wilde, The McCarty Co., San Francisco, vice chairman; Door Walsh, Hixson & Jorgensen, Los Angeles, secretary-treasurer; governors board—Trevor Evans, Pacific National Advertising, Seattle, president; Wayne Leland, House & Leland, Portland; Robert Miller, Miller, Ogle & Myers Inc., Spokane; Edward Merrill, Young & Rubicam, San Francisco, and Mr. Ryder.

A new convention attendance record was set with nearly 400 registrants.

Advertising Is Basic Means Of Communications—Shelly

ADDRESSING a session of a Survey of Advertising course presented by the Advertising Women of New York, Warner S. Shelly, president of N. W. Ayer & Son, Phila., last week discussed "How the Public Looks at Advertising." Mr. Shelly's lecture was aimed chiefly at novices in the advertising field or at those present who were about to enter the profession.

He outlined the arguments against the value and place of advertising that they might expect to hear. Referring to radio and tv, books, magazines, and telephones, he said that they, like advertising, "are all methods of communication. People like them. They find it inconvenient—and rather dull—to get along without them. That's why people like advertising. The fact that people often don't like, and are not interested in everything that comes along the channel of communication, has nothing to do with the basic fact that people like having the channel available to them."

One of the main justifications of advertising, Mr. Shelly pointed out, is that it is a basic means of communication. He illustrated the public's favorable reaction to certain advertising with figures from Schwerin Research Corp. which reports that as far as tv commercials go, two people out of five rate them good, two more rate them fair and only one out of five rates them poor.

Hazel Bishop Suit Termed 'Baseless' by Toni

DETAILS of the 17th annual Pacific Council meeting of the American Assn. of Advertising Agencies, in Coronado, Calif., are discussed by (l to r) Norton W. Mogge, president, Mogge-Privett Inc., Los Angeles, and outgoing chairman, Southern California AAAA chapter; Hiram E. Cassidy, executive vice president, The McCarty Co., Los Angeles, and chairman, national AAAA business paper committee, and A. W. Neally, manager, BBDO, Los Angeles, and new chairman, Pacific Coast AAAA Council.

WHOLESALE DENIAL of Hazel Bishop's numerous charges was filed Sept. 24 by competitor and defendant, Gillette Co. (Toni Div. —Viv lipstick) in the U. S. District Court for Southern District of New York. Hazel Bishop in the pending $3 million suit had charged Gillette, more particularly Toni, with entering the lipstick trade and competing with Hazel Bishop after having negotiated in good faith for the purchase of latter's know-how, merchandising, promotion, advertising, production methods, etc.

Labeling the Hazel Bishop's suit as "unwarranted and baseless," Gillette, through Harold R. Medina Jr. of Cravath, Swaine & Moore, New York law firm, asked for court judgment to dismiss the Hazel Bishop's complaint and to award Gillette court costs, attorneys' fees, etc. Averring Hazel Bishop "does not enter this court with clean hands," Gillette asserted that the plaintiff was aware of the defendant's plans to enter the lipstick business and that so-called secret methods of production, know-how, merchandising, etc., were well known to the trade. Gillette also charged that it had never entered any agreement with Hazel Bishop to stay out of the lipstick business, and emphasized such pacts are "contrary to public policy and in restraint of trade."

Haynes Rejoins Compton

STORRS HAYNES, radio-tv account executive, McCann-Erickson, New York, has rejoined Compton Adv., New York, as a vice president. Mr. Haynes, who was manager of the radio department through 1948 at Compton, will be associated with Lewis Titterton, vice president and director of radio and tv programming, and will be in charge of the radio and television program department.

Mr. Biow

Mr. Beirn

Mr. Toigo

BIOW Co. on Jan. 1 will become Biow, Beirn & Toigo [AT DEADLINE, Sept. 27], adding to the billing the names of President F. Kenneth Beirn and Vice President John Toigo. The announcement was made by Milton H. Biow, founder and chairman of the board, who said this was the first corporate name change that had been made since the advertising agency was founded 36 years ago.

CHANNEL 5
WTTG
DUMONT
2

UNVEILING of the "revolutionary" 1955 Lewyt vacuum cleaner took place on this WTTG (TV) Washington set with WAAM (TV) Baltimore also carrying the first showing of the compact cleaner, said to be capable of "going over anything" and "turning on a dime." On the broadcast were: seated, Joseph M. Zamoiski Jr., president of Joseph M. Zamoiski Co., Washington and Baltimore distributor of the Lewyt machine; standing (l to r): George Griesbauer, WTTG sales manager; Dave Thomas, radio-tv director of Kal, Ehrlich & Merrick advertising agency, and Alex Sheftell, WTTG account executive. Alex Lewyt, president of the vacuum firm, spoke from the New York studios of DuMont's WABD (TV) as part of the 15-minute program, which also included a film showing the new machine in operation.

Hill to Head C&W's New Chicago Office

CUNNINGHAM & WALSH, a leading advertising agency with substantial radio-tv billings, has announced the Oct. 1 opening of a Chicago office, with Ivan Hill, formerly president-owner of his own agency, as executive vice president in charge.

C & W's office is at 49 E. Superior St., former site of Ivan Hill Inc.; the telephone number is Superior 7-3116.

Mr. Hill, a veteran of agency circles for many years and a tv package program specialist, described the move as a "merger" with his own agency, involving an "interchange of stock." He stressed that it would not function as a branch office, but as part of an "integrated operation," with Chicago operating as a servicing organization.

C & W also announced an overall list of 43 clients, many of them heavy radio-tv advertisers and including at least a half-dozen accounts that Mr. Hill brings with him from his own agency. Mr. Hill told B•T that Laurence Foster and Elinor Fahrenholz will serve under him as vice president and radio-tv director, respectively. Both served in similar capacities with Ivan Hill Inc.

The Chicago office will be able to draw on C & W's New York creative personnel in connection with accounts it will service in the Midwest, Mr. Hill reported. He predicted the Chicago office would handle $12-$15 million in billings within five years, with radio-television accounting for perhaps as much as 75%. He declined to reveal the volume of radio-tv his own agency has handled.

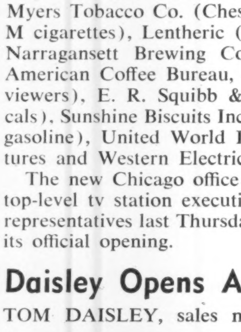
Additionally, Mr. Hill revealed that he is closing his Personality Features Inc., a package firm which, until recently, handled such productions as *Creative Cookery* and *Garfield Goose*. He sold both properties this past year and now is "ceasing all activities in tv packaging," he reported.

Among the accounts Mr. Hill brings with him are James H. Black Co., (Duncan Hines Salad Dressing), Ivo Inc. (insect repellent), Kitchens of Sara Lee (coffee cake, pound cake), Kraml Dairy (milk products), Monark Silver King (bicycles and lawnmowers), and Paraffined Carton Assn.

Cunningham & Walsh services Cliquot Club (ginger ale, soft drinks), Colgate-Palmolive (Super Suds), Decca Records Inc., Liggett & Myers Tobacco Co. (Chesterfield, Fatima, L & M cigarettes), Lentheric (perfumes, toiletries), Narragansett Brewing Co. (beer, ale), Pan-American Coffee Bureau, Polariod Corp. (3-D viewers), E. R. Squibb & Sons (pharmaceuticals), Sunshine Biscuits Inc., Texas Co. (Texaco gasoline), United World Films, Universal Pictures and Western Electric Co., among others.

The new Chicago office held a reception for top-level tv station executives and other media representatives last Thursday in connection with its official opening.

Daisley Opens Agency



MR. DAISLEY

TOM DAISLEY, sales manager of WIS-TV Columbia, S. C., for the past 18 months, has resigned to open Tom Daisley Advertising, new agency in Columbia. Before becoming sales head of WIS-TV, Mr. Daisley was formerly sports announcer and sales representative for WIS (am) and previously was sports director of WNOK Columbia. Address of Tom Daisley Advertising is 1508 Lady St.

SPOT NEW BUSINESS

Durkee-Mower Inc. (Marshmallow Fluff), Lynn, Mass., will conduct radio spot announcement campaign in selected markets, effective tomorrow (Tues.). Agency: Harry M. Frost Co., Boston.

Geo. W. Helme Co. (Viking Snuff), N. Y., placing one-minute radio spots for 13 weeks on sports programs on seven Minneapolis and one Wisconsin station, effective today (Mon.). Agency: Conklin-Mann & Son, N. Y.

Sparks-Withington Co. (Sparton tv sets), Jackson, Mich., placing radio spot campaign for 10 weeks in 10 Midwest markets, effective Oct. 10. Agency: David J. Mahoney Inc., N. Y.

Western Harness Racing Assn., Hollywood, starts one to four week spot announcement campaign on seven radio and two tv stations in L. A. market to promote fall race meet at Santa Anita, Calif., effective Oct. 11. Agency: Frank Bull & Co., L. A.

NETWORK NEW BUSINESS

Speedway Petroleum Corp., Detroit, signed as eighth sponsor of DuMont Tv's professional football schedule. Agency: W. V. Doner & Co., same city.

A. C. Gilbert Co., N. Y., to sponsor 22 five-minute *Gilbert Week-End News* broadcasts Dec. 4-19 (ABC Radio, Sat.-Sun.).

AC Spark Plug Div., Flint, Mich., General Motors Corp., Detroit, and **Lever Bros. Co.** (Rinso Blue Detergent, Good Luck Margarine, Lifebuoy Health Soap), N. Y., will alternately sponsor NBC-TV *Big Town,* effective Oct. 6. Agencies: D. P. Brother & Co., Detroit (AC Spark Plug), Ogilvy, Benson & Mather, N. Y. (Good Luck, Rinso Blue Detergent), and Sullivan, Stauffer, Colwell & Bayles Inc., N. Y. (Lifebuoy).

NETWORK RENEWALS

Bekins Van & Storage Co., L. A., renews weekly half-hour *Hollywood Music Hall* on 22 Columbia Pacific Radio Network stations for 52 weeks, effective Oct. 17. Agency: Brooks Adv. Agency, same city.

Radio Church of God, Hollywood, renews *The World Tomorrow* (ABC Radio, Sun., 11-11:30 a.m. EST) for 52 weeks, effective Oct. 24. Agency: Huntington Parmelee Adv., Beverly Hills, Calif.

AGENCY APPOINTMENTS

Thomas Herbert Enterprises (Albi home permanent curlers), Hollywood, **Lindy Pen Co.,** L. A., **Puro Water Co.,** same city, **Cyril's Wilshire Women's Apparel,** that city, **Music Masters** (records), same city, **Tyler Mfg. Co.** (Spyral saw blades and Tyler magic saw kits), Inglewood, Calif., and **Republic Construction Co.** (Freedom Homes), Costa Mesa, Calif., appoint Mike Gold Agency, Beverly Hills, Calif., with Mr. Gold as account executive. Radio-tv being used.

Ham Pat Mold Co. (Ham-Pat kitchen utensil), N. Y., appoints Jackson & Delaney, same city. Tv will be used.

Harian Publishing Co. (travel books), Greenlawn, N. Y., appoints Metropolitan Adv. Co., same city, with H. D. Adair as account executive. Radio spots are planned throughout country.

A&A PEOPLE

George Balterman, account executive, **Lawrence Wisser,** copy executive, and **Frederick Widlicka,** art director, Storm & Klein Inc., N. Y., elected vice presidents.

William H. Lang, director, Theodore Hamm Brewing Co., St. Paul, Minn., elected to board of directors, General Mills Inc., Minneapolis.

William F. Smith, production control manager and purchasing agent, Torsion Balance Co., Clifton, N. J., to Mycalex Corp. of America, same city, as purchasing agent.

William E. McElwain, rewriter, *Pittsburgh Sun-Telegraph,* to public relations dept., Ketchum, MacLeod & Grove Inc., same city, as account executive.

Reginald W. Twiggs, formerly account executive, Meldrum & Fewsmith Inc., Cleveland, to Erwin, Wasey & Co., L. A., in same capacity; **Earl W. Timmons Jr.,** former research director and partner, Market Research Assoc., L. A., to agency as assistant research director.

James L. Gould, formerly sales engineer, E. F. Hauserman Co., Cleveland, to Hutchins Adv. Co., Rochester, N. Y., as assistant account executive.

Peter D. Murphy, program director, KFSD San Diego, to newly-formed creative dept., Dan Lawrence Co., same city, as director.

Richard D. O'Keef, formerly vice president, Simmonds & Simmonds Inc., Chicago, and **Dominic J. Bay,** formerly with Kroger Co. (grocery products), Cincinnati, to Henri, Hurst & McDonald, Chicago, as merchandising directors.

Michael O'Connor appointed merchandising director, Tatham-Laird Inc., Chicago.

Walter Sternberg, formerly vice president, American Airlines Inc., N. Y., to Grant Adv. Inc., Chicago, as airline consultant, headquartered in Miami; **John N. O'Reilly,** to Chicago office as public relations director.

Byron Reynolds, formerly with Willard G. Gregory & Co., L. A., to Charles Bowes Adv., same City, as art and production director.

Edmund Steeves, central div. manager, United Press, appointed in charge of news relations, General Motors Corp., New York office.

Willard C. Mackey appointed product manager, Gaines div. (Kankakee, Ill.), General Foods Corp., White Plains, N. Y.

Gerald F. Ford, radio-tv producer, Cecil & Presbrey Inc., N. Y., to Hicks & Greist Inc., same city, as executive radio-tv producer; **Ben G. Allen,** copywriter, Kieswetter, Baker, Hagedorn & Smith Inc., N. Y., to agency as senior copywriter.

Frank L. Orth, formerly assistant sales manager, Columbia Pacific Radio Network, Hollywood, to Campbell-Ewald Co., Detroit, as assistant director, radio-tv department.

Tye Robinson, producer, appointed associate producer, Perrin-Paus Co., New York office.

Emrich Nicholson, formerly art director, Universal-International Pictures, Hollywood, to Leo Burnett Co., same city, in similar capacity.

Allen Ducovny, executive producer, Rockhill Productions Inc., N. Y., to radio-tv dept., D'Arcy Adv. Co., same city, as producer.

Nina M. Flinn, formerly with Scheideler, Beck & Werner Inc., N. Y., to Doyle Dane Bernbach Inc., same city, as timebuyer.

Larry Lewin, formerly with KTLA (TV) Los Angeles, to Mayer Co., same city, as radio-tv program consultant.

Richard L. Olanoff to radio-tv staff, Aitkin-Kynett Co., Phila.; **Don Jillson,** formerly with Richard A. Foley Adv. Agency Inc., Phila., to copy staff, Aitkin-Kynett.

Scott Richards, formerly in charge of radio-tv commercials, Barnes Adv. Agency Inc., Milwaukee, to copy staff, Waldie & Briggs Inc., Chicago.

Donald H. Grady, radio-tv copy staff, BBDO Inc., N. Y., to Kudner Agency Inc., same city, as tv copywriter.

T. Peirce Hunter, formerly with Lewis & Gilman Inc., Phila., to public relations staff, Gray & Rogers, same city.

UM&M TO HANDLE MPTV FILMS LOCALLY

MPTV President Fox says that its own sales effort in other than top markets did not contribute balanced return.

IN A MOVE designed to attain maximum distribution at a cost commensurate with overall expenditures, Matthew Fox, chairman of the board of Motion Pictures for Television Inc., announced in New York last week that a 10-year production-distribution contract has been signed with the newly organized UM&M Corp. under which the latter firm will serve as sub-distributors for MPTV's film syndication shows exclusively for local and regional sales.

UM&M Corp. is an amalgamation of three firms currently in operation—Motion Picture Advertising Service Inc., New Orleans, of which Carl J. Mabry is president; United Film Service Inc., Kansas City, Mo., of which W. Hardy Hendran Jr. is president; and Minot Tv Inc., New York, headed by Charles M. Amory, president. The first two companies have been producing, selling and distributing commercial trailers for theatrical showings for more than 30 years, while Minot Tv is an independent tv film distribution firm.

185 to Handle

Under the terms of the agreement, UM&M sales force of about 185 men will devote itself to regional and local sale of MPTV film syndication shows, along with sales activity on behalf of the other component organizations. Mr. Fox expressed the belief that the sales force would spend "most" of its time on MPTV business. Network and national spot sale of syndicated films, Mr. Fox said, will be handled by MPTV's own sales crew.

This approach to sale of syndicated tv film programs, Mr. Fox said, is bound to become a pattern for the industry. He explained the move was dictated by several considerations, principally a realization that time and effort expended by salesmen in markets other than the top 40 or 50 in the country did not contribute a financial return commensurate with the investment in the sales effort. Another factor, Mr. Fox said, was that proper concentration of sales activity could not be attained under the old set-up "unless an army of salesmen was hired."

FIRST FILM PURCHASE of KVDO-TV Corpus Christi, Tex., which calls for the complete package of NBC Film Division series, gets approval of (l to r) Richard Baldwin, NBC Film Division salesman; L. W. Smith, general manager of KVDO-TV; Gabriel Lozano, president of licensee Coastal Bend Television Co., and Gene Tinsley, KVDO-TV sales manager. Making up the package were the following: *Badge 714; Captured; Weekly News Review; Dangerous Assignment; Film Features; Hopalong Cassidy; Inner Sanctum; Life of Reilly; Lilli Palmer; Paragon Playhouse; Victory at Sea; The Visitor,* and *Watch the World.*

The contract provides for MPTV to handle sales on a national basis while UM&M concentrates in other markets and assumes sales responsibility on re-runs.

UM&M's sales crew is directed by 20 district managers. Mr. Fox revealed that television supervisors will be added immediately to UM&M's sales staff and an additional 50 salesmen will be hired by December. In reply to a question, Mr. Fox said that salesmen in MPTV's film syndication division will be given the opportunity to take positions as UM&M supervisors or be assigned to other positions within MPTV.

Madden Directs

Edward D. Madden, vice president and general manager of MPTV, will direct and coordinate the entire operations, serving particularly as overseer on price structure for programs in markets throughout the country.

UM&M will be paid a certain percentage based on gross receipts, Mr. Fox said.

"The agreement also stipulates that MPTV will produce at least five new tv film series a year, some of which may be new versions of current properties. The eight tv filmed properties which will be syndicated locally and regionally by UM&M include *Duffy's Tavern, Janet Dean, Registered Nurse, Drew Pearson, Flash Gordon, Junior Science, Tim McCoy, Sherlock Holmes* and *Paris Precinct.*

In reply to a question, Mr. Fox denied reports that MPTV is "going out of business" or is seeking outside financing. He described the condition of the organization as "healthy" and emphasized this by stating that the company, up to now, has not had to go "outside for working capital." He noted that MPTV has no financial investment in UM&M Corp., or vice versa.

Mr. Fox replied to another query by saying he had no plans to reorganize MPTV's library department—composed of feature-length films, westerns and serials produced for theatrical use—along the new lines of the film syndication division. He explained that the financial return to the company on a sale of a block of library films to a station over a period of years is sufficiently large to dictate servicing by MPTV's own staff.

Guild Enters Daytime Tv With 'It's Fun to Reduce'

PLANS were announced last week by Guild Films Co., New York, to enter the daytime television field with production of a five-times-a-week, 15-minute show, *It's Fun to Reduce,* which will combine hints on diet and exercise with an entertainment format.

Production on the show will start in about two weeks, according to Reub Kaufman, president of Guild. It is expected to be available to stations and sponsors early in November. Mr. Kaufman said the show currently is carried "live" over WDTV (TV) Pittsburgh.

GOING OVER merchandise and promotion plans for United Television Programs Inc.'s *Waterfront series*, which began Sept. 28 over WABD (TV) New York at 7:30 p.m., are (l to r) Norman Knight, then general manager of WABD who resigned to manage another station, Aaron Beckwith, vice president of UTP, and Hank Humphrey, WABD film buyer. V. LaRosa & Sons Inc. (macaroni products) sponsors the WABD series. *Waterfront* is WABD's fifth purchase within the last three months and the 11th show distributed by UTP running currently in the New York market.

Tucson Producer-Distributor Faces Fraud Charges Tuesday

TRIAL of Seth Tom Bailey, 60-year-old Tucson tv film producer and distributor, on 13 criminal charges of fraud involving investments of $170,500 in a film distribution operation, is scheduled to begin tomorrow (Tuesday).

Mr. Bailey, president of Tom Bailey Productions Inc., Tucson tv film production and distribution firm, is to appear before Judge Robert S. Tullar in Tucson Superior Court No. 3 to answer the Tucson sheriff's charges of obtaining money by false pretense, writing bogus checks and issuing checks on insufficient funds.

A former newspaperman and magazine writer and a Tucson resident of 14 years, Mr. Bailey was arrested last June after complaints by several people. Later, he was released on $10,000 bond.

Besides the criminal charges, the Tucson sheriff's office said at the time Mr. Bailey was arrested that $90,355 in civil suits had been lodged against him and total claims would involve some 50 persons and $400,000 to $1 million.

According to County Attorney Morris K. Udall, Mr. Bailey is said to have promised prospective investors up to 20% in returns for investments of four to eight months and in other instances borrowed sums of $5,000 promising a profit of $1,000.

These returns were to have been realized from Mr. Bailey's purchase of films in Hollywood and their sale in New York for television.

Some of the investors got back 20% profits and recommended investments to others, according to Norman Horwitz, head of the Tucson Better Business Bureau. Mr. Bailey thus built up his credit reputation in Tucson, Mr. Horwitz said.

Apparently not involved in any of the charges against Mr. Bailey were a series of half-hour television films begun by Mr. Bailey in 1947. Of this series, *Rawhide Riley* starring Richard Arlen, only one pilot film was completed in 1951, with five others not edited nor synchronized for sound, it was said.

ZIV TV TO DOUBLE FILM PRODUCTION

Sales growth has prompted firm to plan six new shows, raising number of filmed programs to 13.

PLANS of Ziv Television to double its production of television films in the near future were disclosed last week by John L. Sinn, president of Ziv Television Programs, following his return to New York from conferences and production sessions with company officials in Los Angeles.

Mr. Sinn said "the rapid sales growth experienced by Ziv over the past 18 months prompted the company to double its production schedule," and added:

"In addition to *Eddie Cantor Comedy Theatre, Meet Corliss Archer, Favorite Story, Cisco Kid, Mr. District Attorney, I Led Three Lives* and other films now being produced, we are working out plans for six new shows to bring up production to a total of 13 programs. These new shows will cover all phases of the entertainment field. Among the programs we are planning are revues, musical comedies, situation comedies and panel shows."

During the past 18 months, Mr. Sinn reported, Ziv's gross sales volume has increased 68%. He attributed this upswing in business to "a trend among advertisers to buy Ziv tv films rather than network shows because of the high quality of the company's programs."

Mr. Sinn also stated that all new Ziv films are being planned with formats that will lend themselves to color. He said that although shooting films in color adds hundreds of thousands of dollars to the production budget, Ziv is assured of a residual income from color films in stock. For the past five years, all Ziv films have been produced in color, Mr. Sinn noted.

'Three Lives' Renewals High; Series Now in 187 Markets

RENEWALS have been signed for the second year's series of *I Led Three Lives* in almost all of the 137 cities on the original list of markets, it was announced last week by M. J. Rifkin, vice president in charge of sales for Ziv Television Programs.

Mr. Rifkin said that many sponsors had renewed for another year as long as eight months before the first contract expired. Total of 187 markets are carrying the program, he added.

Among the larger renewal orders, according to Mr. Rifkin, was that of Phillips Petroleum, which carried the first year series in 26 markets and has now expanded to 37. Mr. Rifkin considered it "significant" that Pfeiffer Brewing Co., Detroit, which had not presented the first year's series, placed orders for Toledo, Detroit, South Bend and Elkhart, Ind., several months before the show became available.

FILM SALES

Louis Weiss & Co., L. A., announces sale of 52 westerns with multiple run rights to KBTV (TV) Denver; same westerns with two-run rights over one-year period to WUSN-TV Charleston, S. C., along with 26 *Craig Kennedy Criminologist* with same rights, which also goes to WJBF-TV Augusta; *The Clutching Hand* serial to WLWC (TV) Columbus, Ohio, for single run; 38 westerns with three-run rights over 18 months to KCMO-TV Kansas City, Mo.; 15 animated cartoons to WBBM-TV Chicago, and over 100 slapstick comedies to WABC-TV New York and WBKB (TV) Chicago.

MCA Tv Ltd., N. Y., has sold *Guy Lombardo and his Royal Canadians* to Iron City Brewing Co., Pittsburgh, for showing in that city, Altoona, Pa., Wheeling, W. Va., Johnstown, Pa., and Steubenville, Ohio. Firm also announces *Touchdown* film series has been sold in 73 markets including New York, Los Angeles, Dallas, San Francisco, Boston, Atlanta, Seattle, Houston and Milwaukee.

NBC-TV Film Div., N. Y., announces sales of *Badge 714* have reached 172 total markets. Other total markets reached by new sales: *Dangerous Assignment*, 174; *Hopalong Cassidy*, 142; *Captured*, 123; *Victory at Sea*, 117; *Inner Sanctum*, 105; *The Adventures of the Falcon*, 34.

National Television Films, Charlotte, N. C., announces sale of *Lash of the West*, 39 quarter-hour western program package, to KNXT (TV) Los Angeles, WMCT (TV) Memphis, Tenn., KOTV (TV) Tulsa, Okla., and KOVR (TV) Stockton, Calif.

FILM PRODUCTION

Official Films Inc., N. Y., has produced *Time For Tune-O*, half-hour "musical bingo" series for local and regional distribution.

Revue Productions, North Hollywood, is shooting "High Green Wall," "The Man Who Liked Dickens," "The Road to Edinburgh," "Clown," "The Face Is Familiar," "The White Steed" and "The Martyr" for CBS-TV *General Electric Theatre*.

Mercury-International Pictures Inc., Hollywood, is shooting *Tim McCoy* and *Margaret Whiting Show* and is making series of 12 spot tv film commercials for International Harvester Co., Chicago, through Leo Burnett Co., same city; upcoming is *Tin Pan Sally*. Firm also reports now shooting tv film commercials in both black-and-white and color.

European Television Corp., Ruhleben, West Germany, reports completion of its first color tv film, "Rainbow After the Rain," slated for distribution in American markets and to later be dubbed into French, German, Italian and Spanish.

FILM PEOPLE

Paul Miles to Television Programs of America Inc., N. Y., as account executive; **Charles W. Goit,** Ziv Television Programs Inc., N. Y., to TPA as account executive.

Walter Goetz, formerly with 20th Century-Fox, L. A., to Don Fedderson Productions, Beverly Hills, Calif., as story editor and associate producer on upcoming *The Millionaire* tv film series.

Doc Merman, production manager, Gross-Krasne Inc., Hollywood, signed to new contract to continue in same capacity on *Lone Wolf*, NBC-TV *Big Town*, all commercial films production and upcoming *O. Henry Playhouse* series.

William D. Russell, director, first 12 CBS-TV *Father Knows Best* films, signed by Eugene B. Rodney, producer, and Screen Gems Inc., Hollywood, to direct next 13.

David Savitt, camera dept. chief, Kling Film Enterprises Inc., Chicago, elected member, American Society of Cinematographers.

BIG MIKE
the Hybrid Corn Producer
KFAB
50,000 WATTS
BIG MIKE
SO.DAK.
MI
NEBRASKA
IOW
COLO.
KANSAS

Hybrid Corn! That's the answer you'll probably get, says Big Mike, if you ask any corn belt farmer what is the greatest development of the past century.

Agronomists figure hybrids have increased corn yields on the average of 20 per cent . . . representing many millions of dollars annually. Much of the advance research and development of hybrid corn was done in the Big Mike-KFAB area — the greatest corn producing area in the world. Today, virtually all of the corn produced is hybrid, and Nebraska alone boasts a 10-year average yield of 226 million bushels. KFAB has helped tell the hybrid corn story to farmers in this area. It's a selling tool recognized by the hybrid corn producers themselves . . . MORE OF THEM USE KFAB TO TELL THEIR STORY THAN ANY OTHER STATION. To sell hybrid seed corn — any product for that matter — get the facts on KFAB-Big Mike success stories. Free and Peters can tell you, likewise Harry Burke, General Manager.

Big Mike is the physical trademark of KFAB — Nebraska's most listened-to-station

THE MIDWEST-EMPIRE STATION

1110 KC.

KFAB

50,000 WATTS **OMAHA** CBS RADIO

TOP NETWORK TIME PURCHASERS IN JUNE: P&G, $3.2 MILLION; C-P, $1.6 MILLION

PIB statistics, for both radio and tv networks, also disclose that P&G bought approximately 31% more in June of 1954 than during June of last year. C-P was up 16%.

TWO of the top advertisers in network radio and tv bought a combined total of more than $4.8 million in network time during June, according to computations based on Publishers Information Bureau records of network advertising revenue.

Each of the advertisers is over the million dollar figure—Procter & Gamble Co. with June 1954 total network expenditures over $3 million and Colgate-Palmolive Co. with its total more than $1.5 million.

Both companies in June were in the radio and tv top ten listings of network advertisers, spending more in tv than they did last year. P & G also increased its radio expenditures while C-P slumped only slightly in radio.

P & G, which led in the June listings again this year in both media, purchased approximately 31% more time for combined network radio-tv at gross rates in June 1954 as compared to its expenditures for that month last year. C-P spent some 16% more.

June Gross Up

Gross tv network time sales for June 1954 climbed nearly $7½ million above the total for June of last year; in radio, sales dipped more than $2 million.

Miles Labs again was second in the June 1954 listing of top ten radio advertisers, while P & G, C-P, R. J. Reynolds Tobacco Co. and General Motors remained the top four in that order in the tv listing in June this year compared to June of last year. All the advertisers placing in the top ten for network tv in the corresponding months in both years, spent more in June 1954 for tv. In radio, the repeating top advertisers spent less, except for Gillette whose radio time purchase in June 1954 was above that spent for the period last year.

Except for R. J. Reynolds and American Home Products, the top ten in radio were the same advertisers which also led in June 1953. New to the leading radio advertiser list were General Mills and P. Lorillard Co. Three advertisers on the tv listing last year—Ford Motor Co., Liggett & Myers and Lever Bros.—did not appear in the month's leaders this year. They were replaced by General Electric, Chrysler Corp. and P. Lorillard.

Top Ten Radio Network Advertisers In June, 1954

1.	Procter & Gamble Co.	$1,131,937
2.	Miles Labs	531,821
3.	Gillette Co.	490,975
4.	Colgate-Palmolive Co.	486,320
5.	Lever Brothers Co.	379,899
6.	General Foods Corp.	355,500
7.	Sterling Drug	338,529
8.	General Mills	324,518
9.	P. Lorillard Co.	265,778
10.	Liggett & Myers Tobacco Co.	201,588

Leading Radio Network Advertisers By Each Product Group During June, 1954

Agriculture & Farming	Allis-Chalmers Mfg. Co.	$ 34,423
Automotive, Auto. Equip. & Access.	Kaiser Motors Corp.	198,505
Beer, Wine & Liquor	Anheuser-Busch Inc.	153,451
Building Materials	Admiral Corp.	121,200
Confectionery & Soft Drinks	Wm. Wrigley Jr. Co.	143,055
Consumer Services	Am. Tel. & Tel. Co.	62,741
Drugs & Remedies	Miles Labs	531,821
Food & Food Products	General Foods Corp.	355,500
Gasoline, Lubricants & Other Fuels	Standard Oil Co. of Ind.	106,317
Household Equipment & Supplies	Philco Corp.	77,373
Insurance	Prudential Ins. Co. of America	68,608
Jewelry, Optical Goods & Cameras	Gruen Watch Co.	24,150
Office Equip., Stationery & Writing Supplies	Minnesota Mining & Mfg. Co.	67,804
Political	Yorty for U. S. Senator Campagn Comm.	302
Publishing & Media	First Church of Christ Scientist	17,790
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	RCA	63,660
Smoking Materials	P. Lorillard Co.	265,778
Soaps, Cleansers & Polishes	Procter & Gamble Co.	705,804
Toiletries & Toilet Goods	Gillette Co.	490,975
Transportation & Resorts	Assn. of American Railroads	47,413
Miscellaneous	A F of L	113,414

Top Ten Tv Network Advertisers In June, 1954

1.	Procter & Gamble Co.	$2,061,556
2.	Colgate-Palmolive Co.	1,148,055
3.	R. J. Reynolds Tobacco Co.	949,326
4.	General Motors Corp.	798,960
5.	American Tobacco Co.	782,947
6.	Gillette Co.	754,685
7.	General Foods Corp.	733,424
8.	General Electric Co.	609,906
9.	Chrysler Corp.	595,641
10.	P. Lorillard Co.	568,938

Leading Tv Network Advertisers By Each Product Group During June, 1954

Agriculture & Farming	Monsanto Chemical	$ 3,752
Apparel, Footwear & Access.	U. S. Rubber Co.	49,290
Automotive, Auto. Equip. & Access.	General Motors Corp.	641,445
Beer, Wine & Liquor	Pabst Brewing Co.	277,300
Building Materials	Fedders-Quigan Corp.	66,480
Confectionery & Soft Drinks	Coca-Cola Co.	205,344
Consumer Services	Electric Co.'s Adv. Program	72,642
Drugs & Remedies	American Home Products Corp.	337,033
Food & Food Products	General Foods Corp.	733,424
Gasoline, Lubricants & Other Fuels	Gulf Oil Corp.	127,842
Household Equipment	General Electric Co.	524,630
Household Furnishings	Simmons Co.	51,849
Industrial Materials	Reynolds Metals Co.	133,908
Insurance	Prudential Ins. Co. of America	82,452
Jewelry, Optical Goods & Cameras	Speidel Corp.	74,664
Office Equipment, Stationery & Writing Supplies	Hallmark Cards	128,676
Publishing & Media	Crowell-Collier Pub. Co.	7,260
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	Philco Corp.	220,700
Smoking Materials	R. J. Reynolds Tobacco Co.	949,326
Soaps, Cleansers & Polishes	Procter & Gamble Co.	1,965,136
Sporting Goods & Toys	U. S. Rubber Co.	13,602
Toiletries & Toilet Goods	Colgate-Palmolive Co.	922,038
Transportation & Resorts	Pan American World Airways	38,370
Miscellaneous	Quaker Oats Co.	92,102

Gross Radio Network Time Sales by Product Groups for June and First Six Months of 1954 Compared to 1953

	June 1954	Jan.-June 1954	June 1953	Jan.-June 1953
Agriculture & Farming	$ 41,254	$ 482,961	$ 80,615	$ 620,661
Apparel, Footwear & Access.	——	338,492	39,977	579,195
Automotive, Auto. Access. & Equipment	668,532	5,028,638	557,308	3,091,972
Beer, Wine & Liquor	322,262	1,584,160	127,244	900,582
Building Materials	236,416	946,451	89,984	445,767
Confectionery & Soft Drinks	204,560	1,296,547	300,210	1,549,945
Consumer Services	110,386	688,413	243,375	1,330,212
Drugs & Remedies	1,430,672	9,906,242	1,730,913	11,286,996
Food & Food Products	2,143,615	15,121,339	2,745,746	18,896,258
Gasoline, Lubricants & Other Fuels	311,083	2,806,399	385,562	2,468,469
Horticulture	——	124,643	——	107,324
Household Equipment & Supplies	289,460	2,032,009	656,734	3,677,887
Household Furnishings	——	224,901	153,946	1,099,148
Industrial Materials	——	386,167	25,032	733,827
Insurance	180,214	1,152,927	171,357	991,744
Jewelry, Optical Goods & Cameras	61,482	738,637	48,116	511,382
Office Equipment, Stationery & Writing Materials	101,539	693,220	——	366,312
Political	302	302	——	——
Publishing & Media	33,555	384,357	21,030	115,326
Radios, TV Sets, Phonographs, Musical Instruments & Access.	126,309	1,041,252	147,576	1,113,192
Retail Stores & Direct by Mail	——	——	1,236	7,725
Smoking Materials	708,701	5,799,592	1,370,346	8,255,140
Soaps, Cleansers & Polishers	1,193,688	7,783,591	1,363,100	7,565,102
Sporting Goods & Toys	——	294	——	——
Toiletries & Toilet Goods	1,757,516	10,826,677	2,331,463	13,762,514
Transportation & Resorts	55,746	614,399	79,241	411,622
Miscellaneous	761,153	4,401,163	447,667	2,654,112
TOTAL	$10,738,445	$74,503,773	$13,117,778	$82,542,414

Source: Publishers Information Bureau

Gross Tv Network Time Sales by Product Groups for June and First Six Months of 1954 Compared to 1953

	June 1954	Jan.-June 1954	June 1953	Jan.-June 1953
Agriculture & Farming	$ 3,572	$ 77,964	$ 4,303	$ 4,303
Apparel, Footwear & Access.	147,535	1,693,274	103,857	1,345,477
Automotive, Auto. Access. & Equipment	2,267,912	13,712,029	1,922,008	8,995,155
Beer, Wine & Liquor	569,509	3,395,757	343,919	2,372,321
Building Materials	162,564	832,882	10,500	136,655
Confectionery & Soft Drinks	347,544	3,409,158	332,981	2,935,893
Consumer Services	72,642	454,805	52,554	367,590
Drugs & Remedies	1,162,714	6,760,628	593,596	4,553,494
Food & Food Products	5,008,693	29,864,959	3,321,057	18,918,013
Gasoline, Lubricants & Other Fuels	195,442	1,558,806	220,770	1,636,902
Horticulture	——	23,406	3,045	6,113
Household Equipment & Supplies	1,926,847	12,891,969	1,367,575	8,898,197
Household Furnishings	213,500	2,269,311	61,059	1,481,895
Industrial Materials	519,929	3,139,566	313,659	2,383,628
Insurance	127,379	902,956	45,810	628,912
Jewelry, Optical Goods & Cameras	222,763	1,476,077	260,757	1,493,808
Office Equipment, Stationery & Writing Materials	432,295	2,414,243	125,567	693,771
Publishing & Media	10,890	80,478	——	172,673
Radios, TV Sets, Phonographs, Musical Instruments & Access.	562,759	4,425,975	228,694	1,787,797
Retail Stores & Direct by Mail	——	42,345	——	23,175
Smoking Materials	3,441,948	20,683,112	2,707,380	16,912,300
Soaps, Cleansers & Polishers	2,882,259	16,774,825	1,788,963	10,597,862
Sporting Goods & Toys	13,602	42,502	36,685	51,723
Toiletries & Toilet Goods	3,902,731	21,024,047	2,968,544	16,708,696
Transportation & Resorts	38,370	599,420	——	222,774
Miscellaneous	193,724	1,430,975	166,291	1,174,719
TOTAL	$24,507,123	$149,984,469	$17,049,574	$104,503,846

Source: Publishers Information Bureau

NEW

WPTZ

FALL PROGRAMMING GETS THE BIG AUDIENCE EARLY

. . . HOLDS IT ALL EVENING!

Just look at this daily all-star line-up

5:00 p.m. "PINKY LEE"—Network kiddies' show that beats competition in Philadelphia by more each rating period.

5:30 p.m. "HOWDY DOODY"—Tops year after year—always holds major share of audience in this time period.

6:00 p.m. "FRONTIER PLAYHOUSE"—Now features films *made* for television—"Wild Bill Hickok," "Range Rider," "Kit Carson."

6:30 p.m. "AWARD THEATRE"—WPTZ's new top feature films.

7:25 p.m. LATEST NEWS—Features Taylor Grant, the newsmen's newsman.

7:30 p.m. NBC PROGRAMS—Tony Martin, Dinah Shore, Eddie Fisher—all top-flight shows.

Keystone of this great new audience-building strip is "Award Theatre," an exciting series of skillfully edited movies . . . featuring the finest films available in television. "Frontier Playhouse" has always been one of television's top attractions and "Award Theatre" which now follows will deliver even bigger audiences.

"Award Theatre" is designed to hold the high number of sets-tuned-in by the junior citizens for "Pinky Lee" and "Howdy Doody," plus the large adult following that regularly watches "Frontier Playhouse" (more than 50% adult viewership!). Advertisers have the advantage of purchasing participations adjacent to TV's choice A time at almost ½ the cost.

Among the many stars who will appear on "Award Theatre" are: David Farrer, Douglas Fairbanks, Jr., Anna Lee, Susan Hayward, Barry Fitzgerald, Louis Hayward, Lucille Ball, Kirk Douglas, Bing Crosby, Charles Coburn, Valerie Hobson, Gregory Peck, Bette Davis, Ronald Coleman, Celeste Holm, Charles Laughton, James Stewart.

This new early evening line-up is another example of the audience-building programming that continues to make WPTZ your best buy—by far—in Philadelphia television.

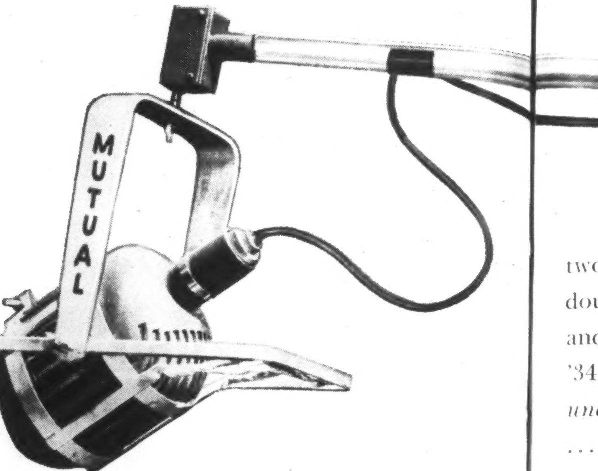
For availabilities call Alexander W. Dannenbaum, Jr., WPTZ Commercial Manager, at LOcust 4-5500, or Eldon Campbell, WBC National Sales Manager, PLaza 1-2700, New York.

WPTZ first in television in Philadelphia
CHANNEL 3

W B C

WESTINGHOUSE BROADCASTING COMPANY, INC.

WPTZ • KYW, *Philadelphia;* WBZ-WBZA • WBZ-TV, *Boston;* KDKA, *Pittsburgh;* WOWO, *Fort Wayne;* KEX, *Portland;* KPIX, *San Francisco*
National Representatives, FREE & PETERS, INC.; KPIX represented by THE KATZ AGENCY, INC.



what's the SCORE?

an informal pause for network identification, prompted by the timely fact that MUTUAL is

20 years old in '54!

MUTUAL, youngest of radio networks, has observed enough of its elders' anniversaries to learn two things about such celebrations. Generally, they are important only to the celebrant. And lately, radio festivities seem somewhat subdued—perhaps to avoid disturbing the newest family-member, TV.

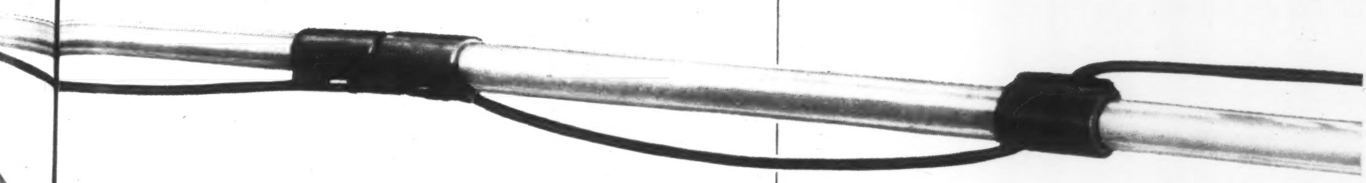
Here at our house, things are different. Mutual was *born* different . . . a four-market hookup launched in October, 1934, as a joint enterprise owned and operated by its stations. Mutual was *brought up* different, too . . . besides being the world's *largest* (and the only one wholly dedicated to *radio*), this is the network whose unique strength today is the community-level strength of half-a-thousand neighborly voices linked together through all the 48 states.

That's why Mutual's 20th birthday is celebrated in the name of 572 affiliates. Each one plays an increasingly vital role in the lively business of broadcasting—and to each one we are grateful. This lively business means a constant flow of human sound, delivered day and night to welcoming ears everywhere—and we are grateful to our listeners. Within this flow of sound has developed a matchless means of selling goods—and are we grateful to our sponsors!

Obviously, then, the anniversary honors belong to radio stations, to radio listeners, and to radio advertisers. This is likewise a time for an accounting, to each of these, of the Mutual Network's 20-year progress in service and in stature.

Bare statistics can trace the outline: 4 stations to 572 . . . 96,000-watt power to 1,100,000 . . . $1,000,000 in advertisers' investment to over $23,000,000 a year—a clear pattern of broadening, rewarding service. But radio is too human a medium to be measured in watts and dollars alone. This fastest-growing of all networks has moved toward maturity against a background of surging public interest in broadcasting . . . both before and after the advent of TV. Here is the basic clue to Mutual's "score" in '54.

It may be common knowledge that, during these



two brief decades, U. S. radio homes have more than doubled (20,000,000-odd to some 46,000,000 families) and that radio "saturation" is half again as great as in '34 (64% to over 96% of all homes today). But there is *uncommon* significance, we believe, in radio's advances ... *post*-TV. There are actually more hours of listening today than in '43—and it is *different* listening, infinitely more *personalized*, with car radios and portables, for instance, comprising more than half the 5,000,000 new radios purchased this far in '54.

Plainly, the receiving end of this business is geared as no other medium can be, to go wherever the people go. Plainly, Mutual's vast plurality of stations is ideally geared, at the transmitting end, to mesh with the public interest. How can we best gear our program and sales service for the next 20 years, to assure the kind of progress which has characterized the past 20?

A big step toward answering this critical question has already been taken. We are now studying the first findings in the largest research project ever trained on all-American habits in living and listening. For the first time, we are learning the exact nature and scope of such factors as out-of-home listening, family composition, and program tastes—in and out of TV areas.

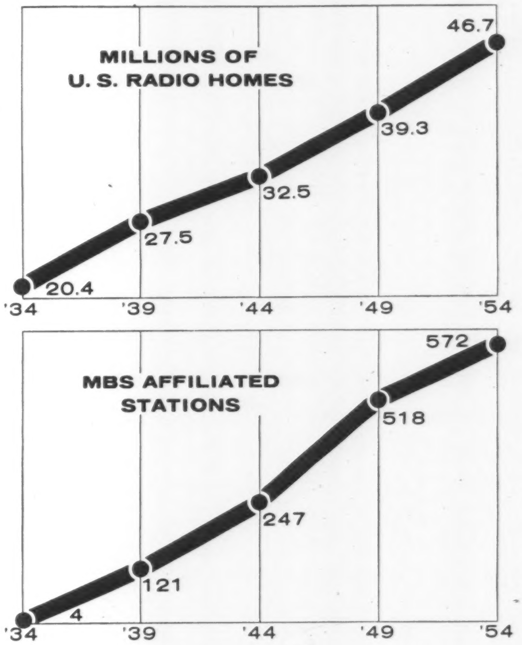
Our heavy investment in this forthright research not only testifies to Mutual's faith in the future of network radio ... it also finances a custom-made key to that future. For years to come, we look forward to sharing that key and that future, in a truly mutual sense, with the everlasting trio of station and listener and sponsor.

Thos F O'Neil

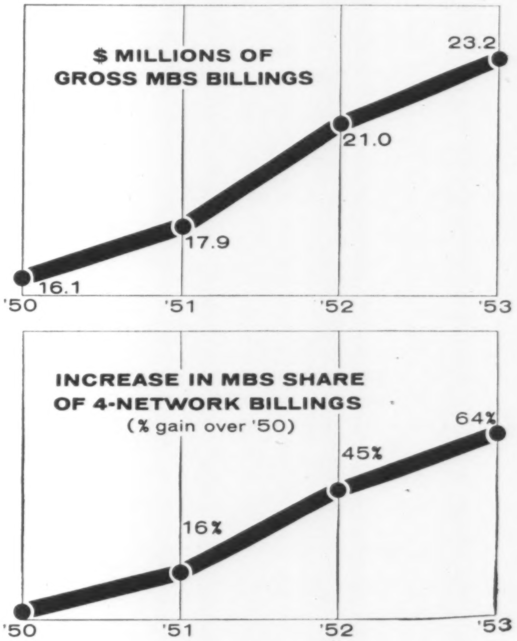
PRESIDENT

MUTUAL
BROADCASTING SYSTEM

THE SCORE IN HOMES & STATIONS (1934-1954)



THE SCORE IN DOLLARS SINCE TV (1950-1953)



They Listened

PULSE ratings reveal that more people heard the Marciano-Charles heavyweight title fight, sponsored by Pabst Brewing Co. on CBS Radio Sept. 17, than were tuned in at the same hour to all tv programs, CBS Radio said last week. The report was based on audiences in the biggest city in each U. S. time zone.

The combined rating average for New York, Chicago, Denver and Los Angeles was 30.7 for the CBS Radio broadcast, with individual ratings of 29.8 for New York, 32.9 for Chicago, 27.9 for Denver and 30.6 for Los Angeles. Total tv sets in use while the fight was being aired pulled a 26.3 rating. The fight was televised for a theatre hook-up only.

CBS LEADS NBC IN AUGUST TIME SALES

PIB figures show CBS, with $16 million in radio and television network time sales, led NBC by $6 million last August.

CBS outdistanced NBC in both radio and television network time sales in August by a combined total of $16 million to $10 million, according to tabulations released last week by Publishers Information Bureau. The figures represent gross time charges.

CBS Radio's August gross billings were shown at $3,917,293 and CBS-TV's were $12,275,908, for a CBS combined total of $16,193,201. NBC Radio scored $2,075,531 and NBC-TV $8,053,575 for a $10,129,106 total.

All four national television networks showed gains over billings for August a year ago, reaching a four-network total of $23,664,931, an increase of approximately 44% over the August 1953 figure. Similarly, the January-August 1954 total of $196,622,788 for all four tv networks ran about 43% over the billings for the comparable period of 1953.

Among the four national radio networks, only ABC showed a gain in August 1954 over August 1953. This increase, approximately 11%, brought ABC's total for the first eight months of the year to a point slightly ahead (about 0.4%) of its standing at the same time in 1953. It also put ABC into second place among radio networks in August ahead of NBC. The three other networks lagged both in August and January-August totals as compared with last year. The four-network totals of $9,629,232 for August and $93,755,875 for January-August 1954 compare with $11,707,225 and $106,708,365, respectively, for the like periods of 1953. The PIB tables:

NETWORK RADIO

	August 1954	August 1953	Jan.-Aug. 1954	Jan.-Aug. 1953
ABC	$2,160,025	$ 1,958,683	$19,429,445	$ 19,345,513
CBS	3,917,293	4,791,044	37,521,649	40,954,016
MBS	1,476,383	1,738,248	14,031,880	14,962,467
NBC	2,075,531	3,219,250	22,772,901	31,446,369
TOTAL	$9,629,232	$11,707,225	$93,755,875	$106,708,365

NETWORK RADIO TOTAL TO DATE

	ABC	CBS	MBS	NBC	TOTAL
Jan.	$ 2,830,654	$ 5,166,174	$ 1,896,925	$ 3,391,873	$13,285,626
Feb.	2,494,737	4,749,512	1,783,452	3,176,849	12,204,550
March	2,764,547	5,456,351	2,034,961	3,639,278	13,895,137
April	2,367,636	5,044,943	1,891,998	2,962,839	12,267,416
May	2,307,029	5,116,152	1,908,198	2,780,725	12,112,104
June	2,405,994	4,181,677	1,558,196*	2,618,614	10,764,481*
July	2,098,823	3,889,547	1,481,767*	2,127,192	9,597,329*
Aug.	2,160,025	3,917,293	1,476,383	2,075,531	9,629,232
TOTAL	$19,429,445	$37,521,649	$14,031,880	$22,772,901	$93,755,875

NETWORK TELEVISION

	1954 August	1953 August	1954 Jan.-Aug.	1953 Jan.-Aug.
ABC	$ 2,514,815	$ 1,244,993	$ 20,032,760	$ 12,420,736
CBS	12,275,908	7,783,813	90,053,871	59,442,901
DuMont	820,633	742,665	8,039,023	6,825,876
NBC	8,053,575	6,564,841	78,497,134	58,837,021
TOTAL	$23,664,931	$16,336,312	$196,622,788	$137,526,534

NETWORK TELEVISION TOTAL TO DATE

	ABC	CBS	DuM	NBC	TOTAL
Jan.	$ 2,780,574	$10,713,329	$ 1,445,608	$10,116,937	$ 25,056,448
Feb.	2,502,372	9,965,481	1,108,157	9,368,148	22,944,158
March	2,640,699	11,379,631	1,205,526	10,981,690	26,207,546
April	2,554,484	10,921,640	1,068,374	10,802,535	25,347,033
May	4,411,656	11,488,168	988,350	11,033,987	25,922,161
June	2,317,879	11,448,180	778,920	9,990,729	24,535,708
July	2,310,281	11,861,534	623,455	8,149,533	22,944,803
Aug.	2,514,815	12,275,908	820,633	8,053,575	23,664,931
TOTAL	$20,032,760	$90,053,871	$ 8,039,023	$78,497,134	$196,622,788

*Revised as of Sept. 24, 1954. Source: Publishers Information Bureau.

Hooperatings to Cover 60 Tv, 55 Radio Markets

SCHEDULE of audience rating reports on both radio and tv, which C. E. Hooper Inc. will publish during the current broadcast season beginning this month, is being mailed to subscribers, starting today (Monday).

The firm last week said tv Hooperatings will cover 60 markets, an increase of 10 over last season. Agency-advertiser financed radio Hooperatings will cover 55 markets, which are five more than last season, while station-financed radio reports are expected from more than the 35 cities for which they were published in the 1953-54 season, Mr. Hooper said.

Total of 55 cities for which both radio and tv ratings will be published are:

Albany-Troy-Schenectady, Atlanta, Baltimore, Birmingham, Boston, Buffalo, Cedar Rapids-Waterloo, Chicago, Cincinnati, Cleveland, Columbus, Dallas-Fort Worth, Davenport-Rock Island-Moline, Dayton, Denver, Des Moines, Detroit, Grand Rapids-Kalamazoo, Honolulu, Houston, Huntington-Charleston, W. Va., Indianapolis, Jacksonville, Kansas City, Los Angeles, Louisville, Memphis, Miami.

Milwaukee, Minneapolis-St. Paul, Nashville, New Haven, New Orleans, New York, Norfolk-Portsmouth, Oklahoma City, Omaha, Philadelphia, Phoenix, Pittsburgh, Portland, Ore., Providence, Richmond, Rochester, Salt Lake City, San Antonio, San Diego, San Francisco-Oakland, Seattle-Tacoma, Spokane, St. Louis, Syracuse, Washington, Wheeling-Steubenville, Youngstown.

RETMA Lists Seven-Month Shipments of Radio Sets

SHIPMENTS of radio sets to dealers for the first seven months of 1954 totaled 2,662,346, Radio-Electronics-Tv Mfrs. Assn. reported last week. The figure did not include automobile sets.

In July 338,572 sets were shipped, compared to 548,235 in June, RETMA said. No figures were available for July 1953, RETMA reported.

Total non-auto sets shipped during the 1954 seven-month period by States:

State	Total	State	Total
Ala.	30,388	Neb.	16,390
Ariz.	13,592	Nev.	2,885
Ark.	17,840	N. H.	7,023
Calif.	204,309	N. J.	132,219
Colo.	17,443	N. Mex.	7,565
Conn.	50,020	N. Y.	459,752
Dela.	5,713	N. C.	45,306
D. C.	26,383	N. D.	8,421
Fla.	60,956	Ohio	158,344
Ga.	43,413	Okla.	22,415
Idaho	5,530	Ore.	17,248
Ill.	188,616	Pa.	185,238
Ind.	47,787	R. I.	13,173
Iowa	29,784	S. C.	19,636
Kan.	21,315	S. D.	9,202
Ky.	30,730	Tenn.	39,031
La.	35,584	Tex.	113,516
Me.	12,628	Utah	8,771
Md.	45,031	Vt.	4,533
Mass.	101,112	Va.	40,717
Mich.	121,408	Wash.	38,966
Minn.	41,223	W. Va.	17,527
Miss.	18,116	Wis.	54,338
Mo.	59,767	Wyo.	3,364
Mont.	8,078	GRAND TOTAL	2,662,346

'Lady' Scores

SPECIAL SURVEYS in the New York and Chicago areas during the presentation of NBC-TV's second color spectacular, *Lady in the Dark* (Sept. 25, 9-10:30 p.m. EDT), gave the show a Hooperating of 30 in New York, 24 in Chicago, C. E. Hooper Inc. reported last week. *Lady's* share of the audience in New York was 58%, in Chicago 48%.

According to NBC-TV, "a mass audience switch" occurred during the showing of *Lady*, with the show leading all other network programs. NBC-TV asserted a Trendex survey, covering 10 cities, showed 78.9% of sets in use "tuned to another network" in the half-hour preceding its spectacular but that from 9 p.m. on, the show steadily increased its audience share "to include 50.7% of sets in use during the last half-hour." Trendex figures, according to NBC-TV: 27.0, 25.9 and 25.4 for the successive half-hours for *Lady* as compared to "opposition ratings" of 20.9, 20.6 and 13.2.

Olson Bout Tops Nielsen

THE Bobo Olson-Rocky Castellani middleweight title fight captured the top ranking for evening, once-a-week radio shows in the Aug. 15-21 Nielsen ratings. NBC's *Dragnet* ranked second. Top programs according to the Nielsen survey were:

Rank	Program	Homes (000)
Evening,	Once-A-Week	
	(Average For All Programs)	(886)
1	Olson-Castellani Bout (NBC)	2,146
2	Dragnet (NBC)	2,006
3	Roy Rogers Show (NBC)	1,773
4	Gunsmoke (CBS)	1,773
5	People Are Funny (CBS)	1,773
6	F.B.I. in Peace and War (CBS)	1,633
7	One Man's Family (NBC)	1,586
8	Gene Autry Show (CBS)	1,539
9	Best of Groucho (NBC)	1,493
10	Two for the Money (CBS)	1,446
Evening,	Multi-Weekly	
	(Average For All Programs)	(700)
1	One Man's Family (NBC)	1,306
2	News of the World (NBC)	1,306
3	Lowell Thomas (CBS)	1,166
Weekday		
	(Average For All Programs)	(1,446)
1	Young Dr. Malone (CBS)	2,426
2	Guiding Light (CBS)	2,426
3	Ma Perkins (CBS)	2,426
4	Romance of Helen Trent (M-W-F-) (CBS)	2,332
5	Road of Life (CBS)	2,332
6	Our Gal, Sunday (CBS)	2,192
7	Romance of Helen Trent (T & Th) (CBS)	2,146
8	Aunt Jenny (CBS)	2,099
9	Young Widder Brown (Sterling) (NBC)	2,099
10	Stella Dallas (NBC)	2,052
Day, Sunday		
	(Average For All Programs)	(513)
1	Galen Drake (Gen. Foods) (CBS)	1,073
2	Cecil Brown Commentary (MBS)	1,026
3	Lorne Greene (MBS)	886
Day, Saturday		
	(Average For All Programs)	(980)
1	Stars Over Hollywood (CBS)	2,286
2	Robert Q. Lewis (Van Camp) (CBS)	1,819
3	City Hospital (CBS)	1,726

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NO OTHER TOWER WITHIN 50 MILES!

WDAY-TV is the *only* TV station in FARGO . . .

the *only* TV station in the RED RIVER VALLEY!

Important as they are, there's a lot more to the WDAY-TV story than those two "exclusives", above.

WDAY-TV wins the big Red River Valley audience with 57 sparkling local programs . . . 60 of the best shows from NBC, CBS and ABC . . . intense audience loyalty . . . engineering, promotion and programming "know-how" that's worth almost everything else combined!

TV set saturation in the Red River Valley is downright spectacular. In Fargo it's 65.5%, 20 miles out it's 52%, and fifty miles out it's 28%.

Ask Free & Peters for all the facts!

INTERCONNECTED FOR LIVE NETWORK PROGRAMS ON OCTOBER 1, 1954

●

NEAREST TV STATIONS TO FARGO:

Minneapolis - St. Paul . . .	**More than 200 miles**
Bismarck, N. D.	**More than 185 miles**
Valley City, N. D.	**More than 50 miles**

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC • CBS • ABC

FREE & PETERS, INC.,
Exclusive National Representatives

EXPANDING NATIONAL ECONOMY DEMANDS MORE RADIOS—MORE RADIO ADVERTISING

CBS Radio color film, 'Tune in Tomorrow,' predicts 40 million more radios will be in use, in-home and out-of-home, by 1960, with an estimated population of 177 million spending $305 billion a year.

WHITHER RADIO in 1960? Into more radio sets, because the prospect is for another 40 million radios "in all sizes, in more places than ever before."

This projection is one of the predictions reported by CBS Radio in its latest radio advertising presentation, an animated 13-minute film in color, titled "Tune in Tomorrow," which was previewed Thursday prior to its showing to advertising, business and broadcasting industry groups.

The film, which sells radio in general and CBS Radio in particular, points up radio's vitality and also the growth of the national economy with stress on its expanding markets. Among the points and predictions:

- Radio offers nearly 100 million exclusive locations where television does not reach. Radio in a single week reaches 92% of U. S. radio homes, with listening spread evenly throughout the day.
- Within the next six years U. S. business can look forward to an estimated 177 million population with national personal consumption expenditures of about $305 billion annually (actually $75 billion more than in 1953); employment at the 70 million level with a gross national product of $443.4 billion.
- A 15% rise in consumer food expenditures and a 50% growth in home use of electric power by 1960. Also: an upgrading of automobiles and a 25% increase in gasoline and oil consumption; expansion by 40% in the chemical industry; "Miracle medicines to keep people feeling their best. New cosmetics to keep them looking their best."

Living Better

Noting that each morning 7,000 more breakfasts are being served in the U. S. than the day before, the film predicts that the estimated 16 million more people in 1960 should be enjoying a 20% higher standard of living—with the nine million more people at work getting longer vacations and working a shorter week.

According to the film, produced by CBS Radio to point out the influence which increased selling and advertising can have in continuing the nation's economic expansion:

"The demand for radio sets over the past five years has been so insistent that the industry has had to maintain an annual production average of 12½ million sets. Even a generous allowance for replacements makes a total of 150 to 155 million radios in the U. S. by 1960 more than likely."

The job of advertising, CBS Radio's document points up, is to provide the satisfactions—what goods and services can do for people—that a higher standard of living can bring. "And of all the media which advertising uses to set new goals in people's minds, radio is uniquely equipped," the film expounds, because radio "reaches everybody. It sells the satisfactions that goods and services bring. And it sells these satisfactions over and over again, at a price that every advertiser can afford."

Again resorting to cold statistics, the network presentation says: "In the past six years, cars with radios are up from 10 million to 26,180,000. Homes with radios are up from 37.6 million to 45,020,000. And total radio sets are up from 77 million to 110,920,000."

Since 1948, according to the film, the number of radio sets outside of the living room has doubled, with radio now reaching vast audiences no other medium can reach, among them, 50 million who don't have tv; 37 million who don't read magazines, and 18 million who don't read newspapers.

The many statistics used in the film came from the U. S. Census reports, the new Advertising Research Foundation-Politz study [B•T, Sept. 27], the Federal Reserve Board Index, A. C. Nielsen Co., The Pulse Inc. and other statistical and research services.

The film, produced for CBS Radio by United Productions of America, is the third such presentation—the first movie, "More Than Meets the Eye," was made in 1952 to describe the impact of the human voice in advertising and the second in 1953, "It's Time for Everybody," dealt with the changing patterns of daily life in this country. The latter film has been seen by nearly a quarter of a million business and professional people, according to CBS Radio. Narration of "Tune in Tomorrow" was by John Cone and Harry Marble, sound direction by Gordon Auchincloss and music adaptation by Bernard Herrmann.

Murphy Speaks

The preview for newsmen Thursday was opened by CBS Radio President Adrian Murphy and Sales Vice President John Karol, who noted that the expenditure for the film was "further evidence of our faith in radio, if further evidence is needed." He said that "we think radio is a wonderful business, not only for us but for advertisers."

Mr. Karol also called attention to CBS Radio's new nighttime programming policy of offering more five-a-week strips—Allan Jackson, Lowell Thomas, Tennessee Ernie, The Choraliers, Edward R. Murrow, *Mr. and Mrs. North*, *Amos 'n' Andy Music Hall*, *Mr. Keene*, and musical programming—which he said was in conformity with changing patterns of listenership.

Series Tv Statistics

NBC's planning and research department Thursday estimated the telecast on the network of the first World Series game played Wednesday between the New York Giants and the Cleveland Indians was watched, at least part of the time, by an average 42 million viewers at home sets. NBC-TV's researchers also estimated that if the series should go seven games, some 68 million people might be watching the final games on home tv receivers (not counting tavern, community and other sets) since the number of spectators rises as interest in the series heightens.

At the same time, C. E. Hooper Inc., New York, announced that the first game had a 28 Hooperating in New York and a 37 in Cleveland. For the second game of the series the Hooperating was 20 in New York and 33 in Cleveland.

AT&T reported that the Giants-Indians diamond contest was being carried by 179 tv stations in 173 cities. This compares to 113 stations in 108 cities in the 1953 series, and 69 stations in 66 cities in the 1952 playoff.

RETMA Reports July Sales Of Cathode, Receiving Tubes

MANUFACTURERS sales of cathode ray tubes for July 1954 numbered 514,346 units valued at $10,102,903, Radio-Electronics-Tv Mfrs. Assn. has reported. Receiving tube sales totaled 24,208,512, valued at $18,082,753.

The cathode ray tube figure compared with 681,937 valued at $13,933,845 for June 1954, and 634,200 worth $15,155,870 for July 1953.

The July 1954 figures on receiving tubes compared with June 1954 totals of 31,031,315, valued at $21,694,500, and July 1953 figures of 26,462,069 units at $18,243,030.

Cathode ray tubes sold in the first seven months of 1954 totaled 4,471,584, valued at $93,088,884, comparing with 5,831,271 worth $137,649,617 for the same period of 1953.

Sales of receiving tubes the first seven months of 1954 totaled 189,917,572 units, valued at $138,803,144, compared to 269,622,417 worth $183,646,726 for the similar 1953 period.

Omaha Survey Proves Tv Value to Baseball

A SURVEY underwritten by KMTV (TV) Omaha, and the Omaha Cardinals baseball club shows television can help promote baseball attendance. Occasion for the study was KMTV's Fifth Anniversary Baseball Party at which the station bought out all seats in the Omaha Municipal Stadium for the night of Sept. 2 and treated local fans to a full-hour variety show that preceded a baseball game between the Cardinals and the Sioux City Soos [B•T, Sept. 20]. KMTV actively promoted the event.

The survey was made by the Edward G. Doody & Co. research organization. A total of 596 personal interviews was made with people selected at random.

For 21.8% of those interviewed, this was the first ball game they had seen this year and 50% of these had never seen the Omaha Cardinals play. About 50% of the record crowd of 21,000 said they came to see the game, making no mention of the variety show.

Comparing the cost of attending a ball game with what normally would be spent for an evening's entertainment, 53% said they considered the baseball game lower in cost. About 67.6% indicated their interest in baseball has increased in the past five years and 48.5% said they listened regularly to play-by-play radio broadcasts.

If it came to a choice between watching the game on tv and seeing at the ball park, 87.1% said they would rather see it at the park. Of the people who attended, 79.5% came from Omaha and adjacent surburbs and 13.6% from points 10 up to 100 miles away.

DRAMATIC NEWS

United States Steel Hour named TV's outstanding drama show . . . starts second season on ABC

One dramatic show that stands head and shoulders above all the others in television is United States Steel's outstanding Tuesday night drama on ABC. Produced by the Theatre Guild and directed with that knowing Alex Segal touch, the United States Steel Hour has won the coveted "Emmy" award, TV Guide's Gold Medal Award and many more. In other words, it has walked away with most of the top honors. And ABC, too, has walked away with an honor—the opportunity of again bringing this inspired dramatic program to television for its second season.

You're in smart company on ABC-TV

AMERICAN BROADCASTING COMPANY

NARTB SETS UP DISTRICT AGENDA FOR LAST TEN OF 1954 MEETINGS

Districts 6 and 7 met last week in Little Rock and Decatur. This week it will be District 8 in Detroit and District 10 at Omaha.

AGENDA for the last 10 of NARTB's 1954 district meetings was announced last week by district directors.

District 8 meets today (Monday) and tomorrow at Detroit's Sheraton-Cadillac Hotel, with Director Robert B. McConnell, WISH Indianapolis, presiding. R. Sanford Guyer, WMOA Marietta, Ohio, will be radio guest, and Paul Adanti, WHEN-TV Syracuse, tv guest. Sen. Homer Ferguson (R-Mich.) will speak at a Tuesday luncheon.

Television panel guests Tuesday afternoon will be Mr. Adanti; William J. Edwards, WKNX-TV Saginaw; Joseph M. Higgins, WTHI-TV Terre Haute; Edward G. Thoms, WKJG-TV Ft. Wayne; Edwin K. Wheeler, WWJ-TV Detroit. Detroit stations WWJ, WXYZ, WJR, CKLW (Windsor, Ont.), WJBK and WKMH will be hosts at a Monday reception following business meetings.

District 10 meets at Omaha's Fontenelle Hotel Oct. 7-8, with E. K. Hartenbower, KCMO Kansas City, district director and vice president of NARTB's Radio Board, presiding. FCC Comr. Robert E. Lee will be featured speaker at an Oct. 8 luncheon. Robert T. Mason, WMRN Marion, Ohio, will be radio guest, and Mr. Adanti tv guest.

Members will be guests of the Knights of Ak-Sar-Ben at an Oct. 7 reception and Omaha broadcasters will hold a reception the second day. NARTB President Harold E. Fellows will address the Omaha Kiwanis Club Oct. 8.

District 9 convenes at Lake Lawn Hotel, Lake Delavan, Wis., on Oct. 11-12, with Hugh K. Boice Jr., WEMP Milwaukee, district director, presiding, and Ben B. Sanders, KICD Spencer, Iowa, and James C. Hanrahan, WEWS (TV) Cleveland, as radio and tv guests, respectively.

The District 11 meeting will be held Oct. 14-15 at Minneapolis' Radisson Hotel, with Frank E. Fitzsimonds, KFYR Bismarck, N. D., new district director, presiding. Mr. Sanders and Frank P. Fogarty, WOW-TV Omaha, will be radio and tv guests, respectively.

District 17 will gather at Spokane's Davenport Hotel Oct. 18-19, with Richard M. Brown, KPOJ Portland, Ore. district director, presiding. Broadcasters from British Columbia and Alberta provinces have been invited. Worth Kramer, WJR Detroit, and Jack Harris, KPRC-TV Houston, will be radio and tv guests, respectively.

Spokane's host committee will be headed by Burl C. Hagadone, KNEW, and will include Richard O. Dunning, KHQ-TV; Richard Gordon, KGA; Richard E. Jones, KXLY-TV; D. Gene Williams, KSPO. Mr. Dunning will conduct a tv round table discussion Oct. 19.

District 14 meets at Denver's Brown Palace Hotel Oct. 28-29 and District Director Walter E. Wagstaff, KIDO Boise, will preside. Mr. Hartenbower will be radio guest and Robert W. Ferguson, WTRF-TV Wheeling, W. Va., tv guest.

District 12 will meet at the Jens-Marie Hotel, Ponca City, Okla., Nov. 4-5. Cy Casper, WBBZ that city, district director, will preside, with Mr. Wagstaff as radio guest and Mr. Ferguson as tv guest.

District 13, meeting Nov. 9-10 at Houston's Rice Hotel, will conclude the 1954 sessions, with Kenyon Brown, KWFT Wichita Falls, presiding as district director, and Henry B. Clay, KWKH Shreveport, chairman of the NARTB Radio Board, and Robert D. Swezey, WDSU-TV New Orleans, as radio and tv guests, respectively.

DISTRICT 6 MEETING

THE South is behind the Midwest in radio-tv farm service, S. William Brown, account executive on the Ralston Purina Co. account, Gardner Adv. Co., St. Louis, told delegates to NARTB's District 6 meeting last week in Little Rock.

Speaking on the first day of the Monday-Tuesday meeting at the Hotel Lafayette, Mr. Brown said: "A staff announcer reading market reports isn't radio-tv service." Citing radio-tv farm service in the Midwest, he said good service needs (1) a good man, (2) good time periods and (3) management support.

First day of the meeting brought six talks by media figures, a business meeting, cocktail party, dance, and a dinner addressed by Orval Faubus, Democratic nominee for governor of Arkansas.

The second day featured reports by the resolutions committee, a special committee's report on the preceding day's business meeting, joint luncheon with the Little Rock Kiwanis Club and a television workshop at which Kenneth L. Carter, WAAM (TV) Baltimore, presided. Mr. Carter earlier made a talk on television.

Radio guest speaker at the District 6 (La., Miss., Tenn., Ark.) meeting was Allen Woodall, WDAK Columbus, Ga., whose talk was "Buy Yourself a Slingshot."

Mr. Woodall described some of the ways WDAK meets competition from three other Columbus stations. He said WDAK (1) logs all its competitors' local commercials so "we know at all times what they're doing."; (2) examines the competition to determine its strength and weaknesses, then lays out battle plans for the attack.

Some phases of WDAK's "attack," he said, are these:

Concentration on local news coverage; keeping the station's call letters before the public ("Whenever a crowd of people gathers, there must be a WDAK microphone." WDAK furnishes a free public address system to civic and other meetings and events); active participation by the WDAK commercial staff in all civic affairs ("We've had no changes in either the announcing staff or commercial department in more than five years."); audience and sales promotion (WDAK uses announcements, newspaper ads and car cards and keeps "a constant flow" of gadgets and local products going to Columbus merchants and agency people in Atlanta, New York and Chicago, and exploits the "un-reconstructed Rebel" theme).

Other Monday speakers were Ralph Hardy, NARTB government relations vice president, "Staying in Business"; Charles H. Tower, manager of NARTB's employer-employe relations department, "Saving in Business"; Harold E. Fellows, NARTB president, who spoke Monday on "Today's Greatest Challenge," and Tuesday on "Profit With Honor", and John F. Meagher, NARTB radio vice president, "Sound Is the Word for Radio."

Among District resolutions was one praising FCC Comr. George E. Sterling for distinguished service during his years on FCC. Resolution committee members were Parry Sheftall, WJZM Clarksville, Tenn., chairman; Sam Anderson, KFFA Helena, Ark.; Ray Butterfield, WLOX Biloxi, Miss.; Tom Gibbens, WAFB-TV Baton Rouge.

DISTRICT SEVEN

A RADIO station that becomes part of its community need not take a back seat to any advertising media, delegates to NARTB's District 7 meeting were told by Merrill Lindsay, general manager of WSOY Decatur, Ill.

About 70 delegates from broadcasting and related fields attended the District 7 (Ky., Ohio) meeting, held at the Kentucky Hotel, Louisville, last Thursday-Friday.

District Director F. E. (Dutch) Lackey, president and general manager of WHOP Hopkinsville, Ky., called the meeting to order Thursday morning following a breakfast session at which RCA was host.

Ralph W. Hardy, NARTB government re-

FOUR states in District 6 were represented at this gathering (l to r): Henry Clay, KWKH Shreveport, District 6 director and NARTB Radio Board chairman; W. N. McKinney, KELD El Dorado, president, Arkansas Broadcasters Assn.; Ray Butterfield (rear), WLOX Biloxi, Miss., director, Mississippi Broadcasters Assn.; Earl Winger, WDOD Chattanooga, president, Tennessee Assn. of Broadcasters; Tommy Gibbens, WAFB-TV Baton Rouge, past president, Louisiana Assn. of Broadcasters.

1,000,000 WATTS

WILK-TV — The World's most POWERFUL TV Station

as of January 1, 1955

WILK-TV has done it again . . . We have begun work on the world's most powerful TV station . . . 1,000,000 watts, the maximum allowed by the F. C. C. It will blanket the market from Binghamton to Reading.

This is our story, pure and simple. Now, you can tell your story louder and farther than ever before possible. Take advantage of the station with production and promotion know-how that matches its strength!

1st in POWER
1st in COVERAGE

WILK-TV

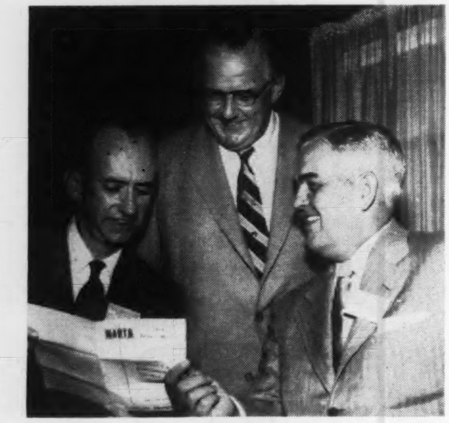
WILKES-BARRE
SCRANTON

ABC and DUMONT NETWORKS

It's a MUST for coverage of the Two Million Population Wilkes-Barre — Scranton — Hazleton — Williamsport Market!

AVERY KNODEL, INC.
NATIONAL REPRESENTATIVE

- NEW YORK
- LOS ANGELES
- CHICAGO
- ATLANTA
- SAN FRANCISCO
- DALLAS



GUEST speakers at District 6 meeting were (l to r): S. William Brown, account executive on Ralston Purina Co., Gardner Adv., St. Louis; Kenneth L. Carter, WAAM (TV) Baltimore, television; Allen Woodall, WDAK Columbus, Ga., radio.

lations vice president, and Charles Tower, NARTB labor relations manager, were the first key speakers. Mr. Hardy got the Thursday morning session started with a discussion of "Staying in Business." Mr. Tower followed with "Saving in Business."

Radio is underpriced even in tv-saturated markets, Mr. Lindsay told the Thursday afternoon session. He said you have to prove to the buyer that you know your own business before you can tell him how radio will do wonders for his business, and he asserted, well managed stations will always profit.

Mr. Lindsay cited several problems which he considered faced the industry today. Among them: the Bryson bill, wage and hour law, public service programming, program analysis —finding the service for your market, out-of-home listening, intelligently selling radio on the rate card and comprehensive use of industry information.

He stressed the importance of good copy—copy that sells—and outlined the functions of continuity and news. He urged the District 7 delegates to gear programming to the pace of their listeners.

John F. Meagher, NARTB radio vice president, spoke at a mid-afternoon session on "Sound Is the Word for Radio."

NARTB President Harold E. Fellows was dinner speaker and discussed "Today's Greatest Challenge."

Friday sessions featured a luncheon address by Clair McCullough, Steinman Stations and chairman of NARTB's Tv Board, and a report by Thad Brown, NARTB tv vice president.

Conn. Broadcasters Organize

ORGANIZATION of a Connecticut Broadcasters Assn. was voted at a Sept. 22 meeting of state radio-tv representatives in Hartford.

Officers elected include: J. Maxim Ryder, WBRY Waterbury, president; Aldo DeDominicis, WNHC-AM-TV New Haven, vice president, and Walter B. Haase, WDRC Hartford, secretary-treasurer. Elected to the board (in addition to the officers), were: Paul W. Morency, WTIC Hartford; Eric Hatch, WBIS Bristol; Samuel R. Elman, WATR Waterbury, and William J. O'Brien Jr., WCNX Middletown.

Daniel W. Kops of WAVZ New Haven was appointed chairman of a committee to formulate a constitution and by laws.

Roger Clipp, general manager of WFIL-AM-TV Philadelphia, addressed the group.

AP RADIO & TV ASSN. SET IN MOTION

Les Mawhinney will serve association as first president.

FIRST step in the formation of a nationwide Associated Press Radio and Television Assn., to be composed of representatives of all AP radio and tv members, was taken last week with the formulation and approval of by-laws by the seven-man AP Radio Member Committee [B•T, Sept. 7].

MR. MAWHINNEY

Designed to serve the liaison functions between members and AP in a manner comparable to that of the station advisory boards of the various networks, the organization's purpose is "to advance the science of journalism through the media of radio and television" and to "cooperate with the AP in order to make available an accurate and impartial record of the news."

This liaison will be handled by a 17-man board of directors, of which the seven members of the Radio Member Committee will serve as a starting nucleus. Les Mawhinney, KHJ-AM-TV Los Angeles, who has served as general chairman of the RMC since it inception in 1952, will serve as first president of the association, and Oliver Gramling, AP assistant general manager, will be first secretary-treasurer.

Others RMC members who will serve on the first board of the new association are Jack Krueger, WTMJ-AM-TV Milwaukee; Daniel W. Kops, WAVZ New Haven; Matt Bonebrake, KOCY Oklahoma City; Joe H. Bryant, KCBD-AM-TV Lubbock, Tex.; Tom Eaton, WTIC Hartford, and Jack Shelley, WHO-AM-TV Des Moines.

Four Districts Established

The by-laws establish four districts, all conforming geographically to the four AP districts, and provide for each district to name four directors—one each for the following classifications: radio stations under 1 kw in power; radio stations from 1 kw through 10 kw; radio stations over 10 kw, and television stations. Additionally, AP General Manager Frank J. Starzel or his representative shall serve on the board as an *ex-officio* member.

Elections will be held by written ballots to be postmarked no later than midnight on the last Friday of August of each year. Nominations will be offered by a nominating committee to be appointed and to consist of two members from each of the four districts. Other nominations may be made on written petition signed by three association members from the district involved. Nominations must be mailed to the association's secretary and reported to the membership not later than May 1 in the case of committee nominations and reported to the secretary by May 31 in the case of nominations by petition. The secretary must notify members as to all nominations by June 15. In the first elections, with RMC members serving on the board to start, the nominees receiving the highest number of votes in the eastern, southern, and central districts, respectively, will serve two-year terms and those receiving next highest number of votes will serve one-year terms. In the western district, where Mr. Mawhinney is the only representative now, as compared to two representatives from each of the other districts, the nominee receiving most votes will serve three years; second-place nominee will serve two; and third-place nominee will serve one. Thereafter, each district will elect annually, for a four-year term, a successor to its representative whose term expires that year.

Each station member of AP will be entitled to name one representative as a member of the association. No dues are planned, although the by-laws provide that "the treasurer shall keep an account of all monies received and expended for the use of the association." A meeting of association members may be called by the board at any time on 30 days' notice, and the board itself must meet—to elect officers, etc.—each year on the Monday preceding the fourth Thursday in September.

The organizational structure also provides for a six-man executive committee—the president and one board member to be appointed by him from each district, plus the AP general manager or his representative—which may act for the board between board meetings.

The RMC meeting at which the by-laws were developed and approved was held Tuesday in New York, with the following AP executives also participating: General Manager Starzel; Assistant General Managers Gramling and Lloyd Stratton; Alan J. Gould, executive editor; Paul Mickelson, general news editor; John A. Aspinwall, general radio news editor; Burl A. Ely, administrative assistant; Andrew C. Lang, day radio supervisor; James Wessel, night radio supervisor; William Fitzgerald, early radio supervisor, and Jack Davis, administrative assistant.

TV CODE BOARD, NETWORKS MEET

TELEVISION Code Review Board of NARTB met last week in New York at the Ambassador Hotel with top network executives in sessions described by John E. Fetzer, WKZO-TV Kalamazoo, chairman, as "regular meetings in the code series."

The conference, which began Monday morning and terminated Tuesday afternoon, dealt chiefly with an exploration of the effectiveness of the code. Board members met with representatives of the four tv networks at separate sessions.

Monday morning the board met with Sylvester L. Weaver Jr., president of NBC; Robert Sarnoff, executive vice president; Thomas E. Ervin, vice president and general attorney; Kenneth W. Bilby, vice president in charge of public relations, and Stockton Helffrich, manager of continuity acceptance. At the Monday afternoon session Frank Stanton, president of CBS Inc.; J. L. Van Volkenburg, CBS Television president, and Merle Jones, vice president in charge of CBS owned stations and general services, met with the board members.

Representing ABC at a Tuesday morning meeting were Ernest Lee Jahncke Jr., vice president and assistant to the president; Charles Abry, tv national sales manager; Robert Lewine, director of the tv program department; Grace Johnsen, manager of continuity acceptance; Gene Accas, director of advertising, promotion, and publicity, and Alfred Beckman, director of station relations for tv. Tuesday afternoon, the board met with Ted Bergmann, director of broadcasting for DuMont, and Donald H. McGannon, the network's assistant director of broadcasting.

Elgin Watch is sold on ABC . . . premières Elgin TV Hour starting next week

SHARP THINKING

A pair of dramatic aces plays to a full house on ABC. The Motorola TV Hour (produced by ABC) was one of television's shining dramatic hours last season. Paired on alternate weeks with the distinguished United States Steel Hour, ABC's companion drama quickly dominated Tuesday evenings. No wonder sharp-penciled Y & R and Elgin Watches played this ace in the whole week and grabbed the show, the time, and the network—and this year the TV Hour, sponsored by Elgin, will again help make Tuesday evenings on ABC a *must* for viewers.

You're in smart company on **ABC-TV**

AMERICAN BROADCASTING COMPANY

Cowles, Slocum to Address Nov. 10-13 SDX Convention

JOHN COWLES, president and publisher of the *Minneapolis Star & Tribune,* (part owner of WCCO-AM-TV there), and Richard W. Slocum, general manager of the *Philadelphia Bulletin* (WCAU-AM-FM-TV) and president of the American Newspaper Publishers Assn., will be among the speakers at the 45th annual convention of Sigma Delta Chi, professional journalistic fraternity, in Columbus, Ohio, Nov. 10-13.

Four other nationally-known journalists, including Hugh Baillie, president of United Press, are scheduled to address the SDX meet. Reception will top opening day activities on Wednesday, with the SDX executive council slated to meet earlier. Robert U. Brown, *Editor & Publisher,* SDX president, will officially open the convention on Thursday, and Mr. Cowles will deliver the keynote talk. Gov. Frank J. Lausche of Ohio will be among the honored guests.

AAAA Eastern Conference Plans Radio-Tv Sessions

RADIO-TV sessions are among highlights scheduled for the eastern annual conference of the American Assn. of Adv. Agencies, which will be held Nov. 22-24 at New York's Roosevelt Hotel.

The conference, sponsored by the AAAA's eastern region and chairmanned by Donald K. Clifford, of Doherty, Clifford, Steers & Shenfield, will be attended by agency executives from Alabama, Connecticut, Delaware, Florida, Georgia, Maryland, Massachusetts, North Carolina, New Jersey, New York, Eastern Pennsylvania, Rhode Island, South Carolina, Virginia, the District of Columbia and Puerto Rico.

In addition to radio-tv meetings, the 4-A's eastern event will include sessions on marketing, copy and art, media, research, publicity-public relations and other phases of agency operations.

Advance agenda follows.

Mon. (Nov. 22)—10-12 a.m., publicity and public relations; 2-4 p.m., marketing; also 2-4 p.m., trade and industrial; 3-5 p.m., radio and television administration. Tues. (Nov. 23)—10-12 a.m., contact; also 10-12 a.m., research; 2-4 p.m., copy and art; also 2-4 p.m., media; also 2-4 p.m., mechanical production; 4:30-6 p.m., general meeting. Wed. (Nov. 24)—three group meetings all at 10-12 a.m., including agencies with up to $2 million billings; $2-10 million, and over $10 million; 12:30-2 p.m., management luncheon.

NARTB Convention Planners Meet in Chicago Wednesday

NARTB's 1955 Convention Committee will meet at Chicago's Conrad Hilton Hotel Oct. 6 to plan for the association's 33d annual convention to be held in Washington the week of May 22, Henry B. Clay, KWKH Shreveport, and Clair R. McCollough, WGAL-TV Lancaster, Pa., co-chairmen of the committee, said last week.

The Convention Committee's two subcommittees on radio and tv, are headed by Messrs. Clay and McCollough, respectively.

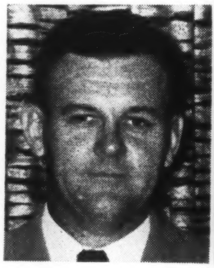
On Mr. Clay's subcommittee are E. K. Hartenbower, KCMO Kansas City; James H. Moore, WSLS Roanoke, and Ben Strouse, WWDC Washington. On Mr. McCollough's group are Campbell Arnoux, WTAR-TV Norfolk; Kenneth L. Carter, WAAM (TV) Baltimore, and Frank Russell, NBC, Washington.

Kenyon Brown, KWFT Wichita Falls, Tex., 1954 convention chairman, will act as member "emeritus" of the 1955 group, and John H. DeWitt Jr., WSM Nashville, also a member of the Convention Committee, will serve as liaison for the ninth annual NARTB Broadcast Engineering Conference to be held concurrently with the 1955 convention.

Harold Fellows, NARTB president, his assistant, Howard H. Bell, and A. Prose Walker, engineering manager, also will attend the Chicago meeting.

Howe and Strouse Head NARTB Am, Fm Committees

MEMBERSHIP of NARTB's Am and Fm Radio Committees were announced last week by NARTB President Harold E. Fellows, who said James L. Howe, WCTC New Brunswick, N. J., will head the am group, and Ben Strouse, WWDC-FM Washington, will head the fm unit.


MR. HOWE

MR. STROUSE

Others of the Am Committee: Grover C. Cobb, KVGB Great Bend, Kan.; William Doerr Jr., WEBR Buffalo; E. K. Hartenbower, KCMO Kansas City; Richard O. Lewis, KTAR Phoenix; Lester W. Lindow, WFDF Flint, Mich.; Harry Peck, WISN Milwaukee; Todd Storz, KOWH Omaha; J. S. Younts, WEEB Southern Pines, N. C.; William H. Fineshriber Jr., NBC; Earl M. Johnson, MBS; Adrian Murphy, CBS.

Mr. Strouse's fm group includes: Walter J. Brown, WDXY Spartanburg, S. C.; H Quenton Cox, KGW-FM Portland, Ore.; Donald deNeuf, Rural Radio Network, Ithaca, N. Y.; Carl George, WGAR-FM Cleveland; J. R. Livesay, WLBH-FM Mattoon, Ill.; Edward A. Wheeler, WEAW-FM Evanston, Ill.

Four Component Areas Set Up For New Conn. Agency League

ESTABLISHMENT of the Connecticut League of Advertising Agencies, composed of 16 major firms and patterned after the New York League of Advertising Agencies, was announced last week following the first formal meeting of the group on Sept. 24.

The new league has been divided into four major areas, from which one agency in each location was chosen as a board representative. Ted Somers Inc. will represent the Bridgeport region; Remsen Adv., the New Haven region; Hugh Graham Assoc., the Hartford region, and W. Hill Field Adv., the southwest Connecticut region. In addition, the F. W. Brelle Co., the E. J. Lush Co. and P. S. Adv. Inc. were elected to the board as members-at-large.

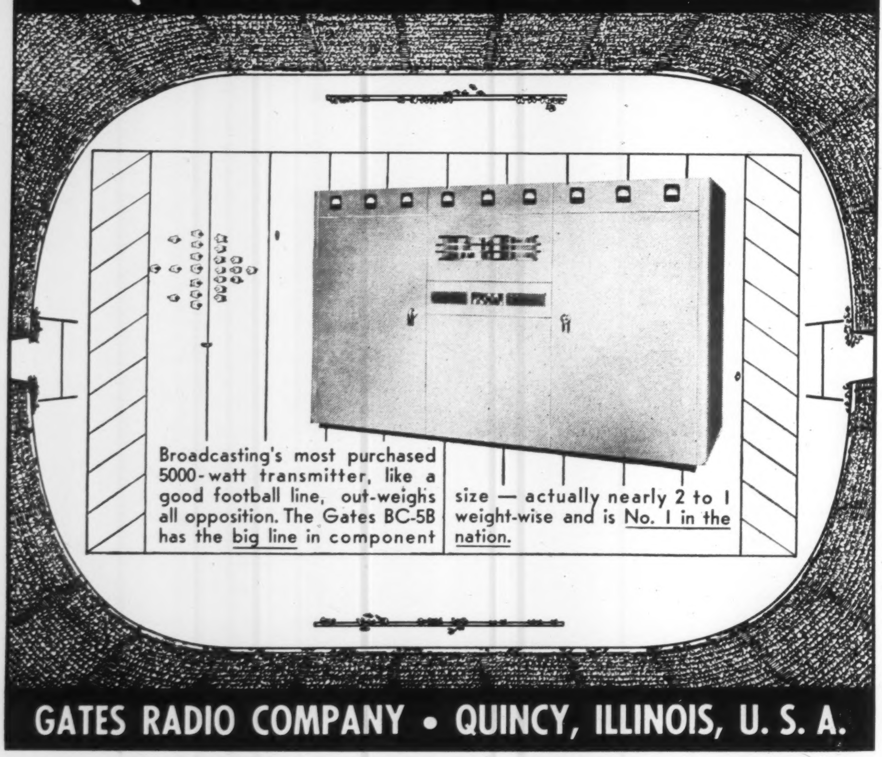
Jahncke Selected

ABC's representative on NARTB's Tv Board will be Ernest Lee Jahncke Jr., vice president and assistant to the president of the network. He was designated by ABC President Robert E. Kintner to replace Alexander Stronach Jr. who has resigned from the network [B•T, Sept. 27].

TRADE ASSN. PEOPLE

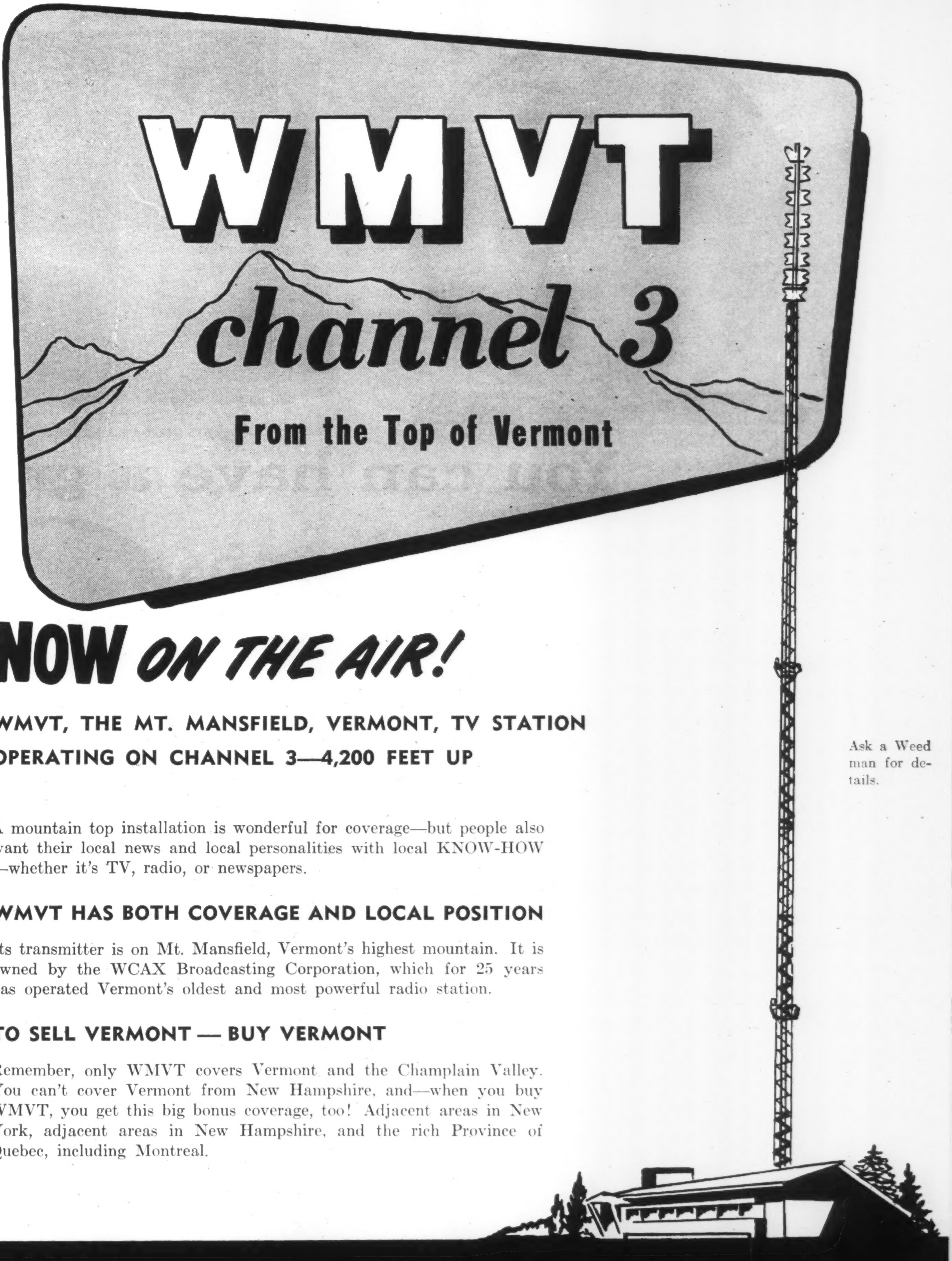
John L. Del Mar, formerly marketing director, Cast Optics Corp., Riverside, Conn., to American Assn. of Adv. Agencies, N. Y., as staff executive.

Karl Steeves, field supervisor, Fact Finders Assoc., N. Y., to research staff, BAB, same city.


Top Rated in the Nation

Broadcasting's most purchased 5000-watt transmitter, like a good football line, out-weighs all opposition. The Gates BC-5B has the big line in component size — actually nearly 2 to 1 weight-wise and is No. 1 in the nation.

GATES RADIO COMPANY • QUINCY, ILLINOIS, U. S. A.


WMVT
channel 3
From the Top of Vermont

NOW *ON THE AIR!*

WMVT, THE MT. MANSFIELD, VERMONT, TV STATION OPERATING ON CHANNEL 3—4,200 FEET UP

A mountain top installation is wonderful for coverage—but people also want their local news and local personalities with local KNOW-HOW —whether it's TV, radio, or newspapers.

WMVT HAS BOTH COVERAGE AND LOCAL POSITION

Its transmitter is on Mt. Mansfield, Vermont's highest mountain. It is owned by the WCAX Broadcasting Corporation, which for 25 years has operated Vermont's oldest and most powerful radio station.

TO SELL VERMONT — BUY VERMONT

Remember, only WMVT covers Vermont and the Champlain Valley. You can't cover Vermont from New Hampshire, and—when you buy WMVT, you get this big bonus coverage, too! Adjacent areas in New York, adjacent areas in New Hampshire, and the rich Province of Quebec, including Montreal.

Ask a Weed man for details.

VERMONT'S FIRST-AND ONLY TV STATION!

CHANNEL 3
BURLINGTON, VERMONT

7:30-7:45 P.M.—NEWS OF THE WORLD—FOR MILES LABORATORIES, INC.

7:45-8:00 P.M.—ONE MAN'S FAMILY—FOR RADIO CORPORATION OF AMERICA

You can have a great ti

V

n

8:15-8:30 P.M.—FRANK SINATRA SHOW—
FOR THE TONI CO., DIVISION OF THE GILLETTE CO.

8:30-9:00 P.M.—WALK A MILE—FOR R. J. REYNOLDS CO. (CAMELS)

9:00-9:30 P.M.—YOU BET YOUR LIFE—FOR DE SOTO MOTOR CORP., DIV. OF CHRYSLER CORP.

9:30-10:00 P.M.—BIG STORY—FOR THE AMERICAN TOBACCO CO. (PALL MALL

10:00-
OF AM

8:00-8:15 P.M.—DINAH SHORE SHOW—
FOR CHEVROLET MOTOR DIV.,
GENERAL MOTORS CORP.

time, too, Wednesday night...

This Fall, every Wednesday night program on NBC Radio is a long-time favorite. Each one in this line-up has stood the test of time . . . against all competition . . . for an average of 13 years on network radio!

Year after year, these programs have paid off like clockwork for a wide variety of advertisers. At this moment every show is sold except one.

You can have this wonderful time because the Great Gildersleeve is back this year in a brand new sales format. You can buy as many or as few one-minute participations as you need. You can also buy "Gildy" as part of the Three Plan when you want morning, afternoon and evening round-the-clock coverage. And you also get the audience carry-over from the high-rated Fibber McGee & Molly Show. Wish you were here? Call your NBC representative now for full details.

And on Wednesday night you'll find yourself in the distinguished company of such advertisers as Miles Laboratories, Inc.; Radio Corporation of America; Chevrolet Motor Div., General Motors Corp.; The Toni Co., Division of the Gillette Co.; R. J. Reynolds Co. (Camels); De Soto Motor Corp., Div. of Chrysler Corp.; The American Tobacco Co. (Pall Mall); Prudential Insurance Co. of America; and Armour & Company (Dial Soap). All on

NBC RADIO
A SERVICE OF RCA

10:00-10:15 P.M.—FIBBER McGEE & MOLLY—FOR PRUDENTIAL INSURANCE CO. OF AMERICA, RADIO CORPORATION OF AMERICA, ARMOUR & COMPANY (DIAL SOAP)

10:15-10:30 P.M.—THE GREAT GILDERSLEEVE—FOR YOU

McCONNAUGHEY TAKES OATH TODAY AS CHAIRMAN OF FCC

He won't hold first news conference until after the swearing-in, but his philosophies on government regulation were outlined in a speech six months ago. The essence of his beliefs: government should exert minimum interference with business.

"MY CONVICTION is that government should exert a minimum of interference with the lives and fortunes of its citizens. . . . Bureaucracy is as old as government itself. The problem has always been and still is, to keep government within its proper bounds."

So stated George C. McConnaughey, who today (Monday) will be sworn in as chairman of the FCC. Those comments, although made six months ago, epitomize the regulatory philosophy of President Eisenhower's choice to head the FCC.

The quotes are from an address by Mr. McConnaughey, as chairman of the Renegotiation Board, before the Conference on Business and Tax Policy in Palm Beach last April 6. The conference was part of the Institute on Federal Taxation of New York U. in association with the U. of Miami.

Mr. McConnaughey told B•T last week—after his over-the-weekend appointment to the FCC chairmanship—that he had no preconceived notions about the communications field. He indicated he planned to study the law, FCC operations and its personnel before determining upon any course of action. He said he is under no mandate from the administration to accomplish specific goals.

The 58-year-old attorney, who has had broad experience in public utilities regulation, will hold a news conference today following his formal induction.

Burton to Administer Oath

He is to take his oath of office this morning at 10:30 in the executive offices of Presidential assistant Sherman Adams in the White House. The oath is to be administered by Supreme Court Justice Harold H. Burton, also from Ohio, before members of the Commission and invited guests.

He was notified of his appointment to complete the unexpired term of Comr. George E. Sterling, on Saturday morning, Sept. 25. The call came from Mr. Adams, who was at the Denver Summer White House.

He is a slight, pleasant man, with a sparkling sense of humor. His name is pronounced "Mac-*con*-a-hay." He likes baseball and football.

Mr. McConnaughey's appointment is on a recess basis—until Congress convenes in January. His nomination then will be submitted to the Senate for confirmation for the unexpired portion of Mr. Sterling's term, which runs until June 30, 1957.

Rosel H. Hyde, who has served as chairman since April 18, 1953, reverts to a commissionership. Mr. McConnaughey's appointment leaves the FCC political division as it was—four Republicans (McConnaughey, Hyde, Doerfer, Lee); two Democrats (Bartley, Hennock), and one Independent (Webster).

In announcing Mr. McConnaughey's selection in Denver, the Summer White House said that the appointment continued the President's "policy of rotating the chairmanships." Rotation heretofore never has been followed on the FCC. The Interstate Commerce Commission has rotated chairmen among its 11 members and the Federal Trade Commission among its five. Last year the President initiated the rotation policy on the five-man Civil Aeronautics Board. At that time it was stated that the President favored rotation on independent agencies.

It is presumed that the length of Mr. McConnaughey's tenure as chairman will be clarified when his nomination goes to the Senate next January.

In one quarter it was stated the administration intended to rotate the chairmanship only among the Republican members of the FCC. Presumably this would mean that John C. Doerfer, of Wisconsin, would be next in line on seniority. Then would come Robert E. Lee, of Illinois.

The White House announcement also stated that Mr. Hyde's term as chairman had expired on June 30. This was the first indication that the intention was to rotate as of that date. Actually Mr. Hyde was named chairman by President Eisenhower on April 18, 1953, for a one-year term. Presumably the June 30 rotation date was decided upon because the government functions on a July 1-June 30 fiscal year basis.

Last April no word was forthcoming from the White House on the new chairmanship. As a consequence, the members of the FCC unanimously elected Mr. Hyde to serve as "acting chairman" until the President made known his decision.

With the resignation of Comr. Sterling for health reasons as of Sept. 30, it became incumbent upon the President to act. Mr. McConnaughey's name had been mentioned previously [B•T, Sept. 27, 20, 13; Aug. 16; July 12; May 10, 3], but until Sept. 25 he said he had had no formal word from administration authorities. Also supported for the Sterling vacancy was Lewis E. Berry Jr., deputy department counselor of the Army, who was strongly backed by Sen. Potter (R-Mich.).

In his April 6 speech before the Conference on Business and Tax Policy, Mr. McConnaughey spoke on "Government Regulatory Controls Over Business." He described the talk "as broad as it's controversial." Then he quipped that about a month after he assumed the Renegotiation Board chairmanship, he returned to his home town in Columbus. One of his friends asked him if he was "confused."

"My reply," he said, "was that I felt a good deal like the young man, the son of a potentate, who on his 21st birthday was given 50 beautiful concubines by his father. One of his friends asked him if he was confused. He replied, 'No, I am not confused, but I don't know where to start.'"

The thesis of his Palm Beach talk was that (1) economic controls can lead to economic slavery; (2) total absence of such controls in organized society would mean anarchy; (3) there is no "golden mean" between these two extremes.

Drawing on his own experiences as a controller and regulator, both as chairman of the Ohio Public Utilities Commission and during the last year as chairman of the Renegotiation Board, he said he believed in having "as few government controls as possible." Mr. McConnaughey continued:

"Assuming that some sort of controls of business, as few as possible, are necessary, what are they? That's the heart of the matter.

"I know of only one way to approach the answer to these difficult questions. Why does business exist and why does government exist? Normally, business exists to employ labor and

THE NEW CHAIRMAN

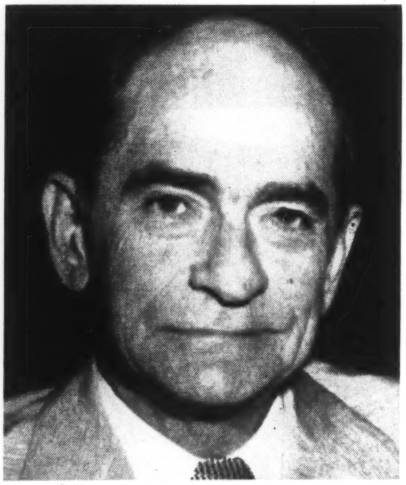
Origin: Born in Hillsboro, Ohio, June 9, 1896, to Dr. and Mrs. V. B. McConnaughey. Of Scotch-Irish descent.

Education: Hillsboro public schools. Ph.B. degree from Denison U., Granville, Ohio, in 1920. LL.B. from Western Reserve U., Cleveland, 1923.

War Service: U. S. Army, 1917-19. Served as first lieutenant of artillery in Meuse-Argonne and Verdun battles.

Professional Career: Practiced law in Cleveland, 1924-39, and was also assistant director of law of the City of Cleveland. Was chairman of the Public Utilities Commission of Ohio (appointed by John W. Bricker, then Ohio governor, now U. S. senator) 1939-45. Coincidentally was chairman of Ohio War Transportation Commission, 1942-45. Was president of the National Assn. of Railroad and Utilities Commissioners for the year 1944-45. Returned to law practice in Columbus, Ohio, in 1945. Appointed chairman of U. S. Renegotiation Board last Nov. 30 by the President. Appointed chairman of the FCC Sept. 25.

Affiliations: Member, Broad Street Presbyterian Church, Columbus; board of trustees, Denison U., Masonic Order (Highland Lodge No. 38, Hillsboro, and Aladdin Temple, Columbus), American Legion, Sigma Chi, Phi Delta Phi legal fraternity, Scioto Country Club and Columbus Athletic Club, Columbus.



MR. McCONNAUGHEY

Married and has two sons, George C. Jr. and David C., the latter an Air Force lieutenant.

Everyone has something he does best...

Special jobs—whether repairing power lines or representing television stations—are best done by those with specialized abilities.

We believe in the principle of specialization and apply it wholeheartedly. As the *first* and *only* representative whose sole concern is the TV medium, we bring our abilities and experience exclusively to the needs of the quality television stations below. If you, too, believe that single responsibility produces sounder results, there may be other reasons for learning more about each other.

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

television—the *only* medium we serve

WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WFMY-TV	*Greensboro*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*
WMTW	*Mt. Washington*

capital to produce and sell goods and services for a profit—at a figure higher than all the costs that go into production. Government exists to make and enforce the necessary ground rules for *all* its citizens to live together in the manner that public opinion on the one hand and economic facts on the other determine. I can think of few things that our citizens—and government as their agent—ought to want more than successful business — manufacturing, utilities, building, finance, agriculture, trade, and all the rest—for reasons so obvious that I won't catalog them. But we want also to be sure that there is no massive over-reaching, that our vaunted competitive free enterprise system *is* competitive, free, and enterprising, and is operating fairly toward competitors and toward employes, customers, suppliers and investors."

Indicating that he is no giant killer, Mr. McConnaughey said he did not think there is any "evil in bigness as such." The key to further development of our industrial economy, he added, "lies in not cutting these enterprises down but in building others up. . . . There must be room and reason for the little fellow as well as the giant to undertake these ventures, and it is a proper and wholesome function of government to aid small business and encourage new enterprises."

Public Utility Views

Turning to public utility control, Mr. McConnaughey commented that it was well recognized that the special characteristic of public utilities separates them from other industries for regulatory purposes because they "tend to be monopolies." Instead of trying to establish fair competition in such industries, the state has decided that "monopoly is in the public interest" but he pointed out that in return the community "demands the right to set rates which will be fair to itself, to the utilities' customers and to the utilities' investors."

Mr. McConnaughey concluded his erudite speech with these words:

"Being human, we, as individuals, require controls in disciplining ourselves, and likewise we require essential government controls. Basically controls should be looked upon with a high degree of skepticism; be they by giant business or by government. Too much power in the hands of a few people should at all times be carefully scrutinized. How well we behave when given great individual power is highly questionable.

"Our Republic was founded by our forefathers to get away from tyrannical dictation. Let us see to it that the hand of government is kept under control and does not become too centralized."

Two Daytime Grants Issued

TWO new radio stations and improved facilities for an existing station were approved by FCC last week.

KWK St. Louis was granted construction permit for a new outlet at Haines City, Fla., on 540 kc with 10 kw daytime only, directional antenna.

Another daytime outlet was approved for Forest, Miss., on 860 kc with 500 w. The permit went to Scott County Broadcasting Co., owned by Roth E. Hook and William E. Farrer, operators of WRAG Carrollton, Ala.

In a final decision after hearing, WCBI Columbus, Miss., was granted change from 250 w fulltime on 1340 kc to 1 kw daytime, 500 w at night on 550 kc. Directional antenna will be used fulltime, with different pattern day and night.

SCROLL honoring retiring FCC Comr. George E. Sterling (3d from 1) for his 31 years of service to the Commission and its predecessors is presented to him by (l to r) William L. North, chief of Frequency Utilization & Requirement Branch; Acting Chairman Rosel H. Hyde, Mr. Sterling and Comr. Robert T. Bartley. Comr. Sterling was feted Wednesday by former Radio Intelligence Division associates, Thursday by FCC.

Sterling Tribute

BY UNANIMOUS ACTION, FCC last Wednesday honored Comr. George E. Sterling in a resolution citing his 31 years of service with the Commission and its predecessors. Comr. Sterling retired Thursday and was tendered a farewell party by the Commission staff.

His unexpired term is being filled by George C. McConnaughey, named by President Eisenhower to be chairman for the next year (see story, page 50).

FCC's resolution, accompanied by a scroll, stated:

> This scroll commemorates the retirement of a beloved associate who has proved unfailing in his loyalty to the public trust, and in his sympathy and understanding of his fellow man.
>
> George Edward Sterling, during his 31 years of Federal service with this Commission and its predecessors, advanced from radio inspector to organizer and director of the FCC wartime radio intelligence activities, Chief Engineer and, in 1948, to office of Commissioner. He brought to that office an unprecedented experience in radio which had its beginning in 1908, and as operator, engineer, author and policy maker has played a prominent role in the development of the radio art.
>
> His warmth, sincerity and fundamental sense of fairness have earned him the respect and affection of all, and his distinguished career long will be an inspiration and example to the organization he served.

McElroy Accepts Ike Bid

PROCTER & GAMBLE CO. President Neil McElroy last week accepted an invitation from President Eisenhower to serve as chairman of a White House Conference on Education tentatively scheduled for early 1955. Mr. McElroy, 49, is a member of the National Citizens Commission for Public Schools and of the National Fund for Medical Education.

Tv Effect-on-Youth Probe Opens Oct. 19

THE Senate Juvenile Delinquency subcommittee will hold hearings on television programming Oct. 19-20 in Washington, a spokesman said last week.

Witnesses, to be announced later, will include psychologists, sociologists, program producers, sponsors, actors, station managers and network officials, the spokesman said. Sen. Robert C. Hendrickson (R-N. J.) heads the Senate group.

The senators are adamant in their stand against censorship of tv programs and their sole objective in holding the hearings is to determine the mental climate created for U. S. youth by present children's tv programming, the spokesman said.

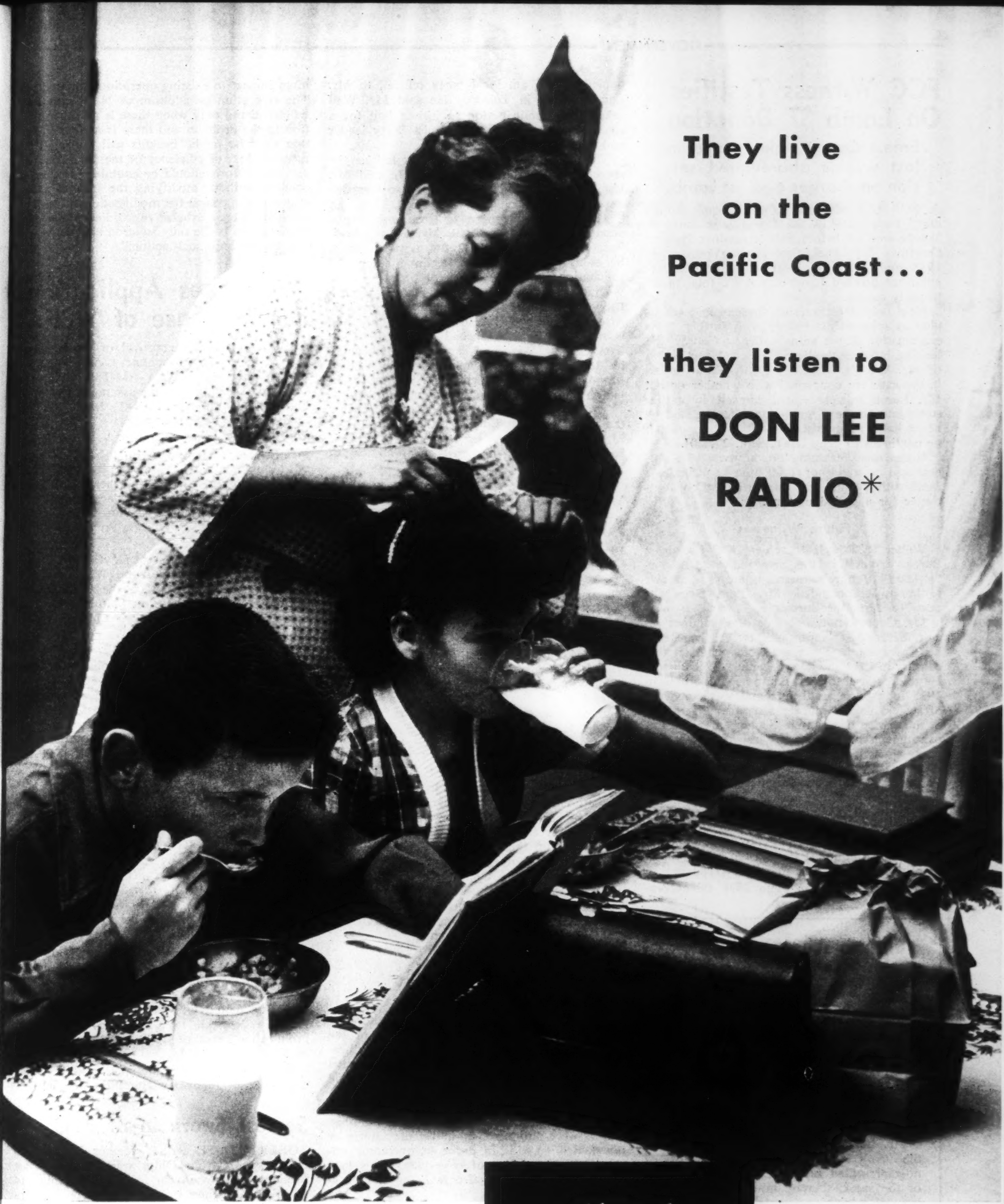
If the Senate group, after full hearings, determines remedial steps should be taken, a blueprint for action will be included in the subcommittee's report, it was noted.

Content of tv programs will be examined at the hearings, with particular attention to the portrayal of crime, horror and violence, the spokesman said. He said the subcommittee staff for several months has been making an intensive survey of tv programming in this direction.

Aim of the hearings will be to determine what effect scenes of crime and violence have on the youth of America, he said. The probe, he said, is the result of complaints from thousands of parents across the country.

He said at least two of the subcommittee members plan to sit in at the hearings. Other members are Sen. William Langer (R-N. D.), Sen. Estes Kefauver (D-Tenn.) and Sen. Thomas C. Hennings Jr. (D-Mo.).

Sen. Hennings, recently returned from a month's tour in Europe, said a Scotland Yard official told him in London that tv is helping to cut down juvenile delinquency in Britain. He said the official told him tv keeps youngsters off the streets.


They live
on the
Pacific Coast...
they listen to
DON LEE
RADIO*

***Don Lee IS Pacific Coast Radio**

...the only network designed for complete coverage of a GREAT radio audience, 16½ million people with an effective buying income that tops the national average by 18%. It's the nation's greatest regional network.

Mutual
DON LEE
RADIO

Don Lee Broadcasting System
Hollywood 28, California

Represented nationally by
H-R Representatives, Inc.

FCC Witness Testifies On Lamb $7 Donation

Ernest Courey takes stand in last week's abbreviated session on charges against Lamb.

A FORMER self-styled "plant" and "tough man" bodyguard in the Communist Party at Toledo testified before FCC Examiner Herbert Sharfman last week that he was present in 1938 and again in 1940 when broadcaster-publisher Edward Lamb donated a total of $7 to party causes.

Held only Monday and Tuesday and scheduled to resume last Friday with further cross examination of the witness, Ernest Courey, the hearing involves the license renewal application of Mr. Lamb's WICU (TV) Erie, Pa. Issues in the case are concerned with whether or not Mr. Lamb misrepresented himself in earlier statements to the Commission when he said he never had Communist ties—associations which he continues to deny [B•T, Sept. 27, 20].

Under cross examination, however, the witness said he could not recall others solicited for funds although he was on the collection committee for a period of time.

Future Witnesses

Walter R. Powell Jr., chief FCC Broadcast Bureau counsel in the case, indicated he has "at least" 10 more witnesses after Mr. Courey's testimony is concluded. Mr. Courey was witness No. 5 for the Bureau.

Mr. Courey, now operator of a summer resort, bar and restaurant at Mercer, Wis., said he was born in Syria in 1900, came to this country in 1914 and later became a U. S. citizen. He told counsel for Mr. Lamb he shot a man in 1925 in a business dispute and was convicted of second degree murder after pleading guilty at the advice of counsel. Sentenced to life imprisonment, he said he was released after five years when his term was commuted.

The witness testified he joined the Communist Party at Toledo in 1938 as part of his work for a private detective agency. He was expelled in 1942, he said. While in the party, Mr. Courey said he served as bodyguard at times for party officials and built himself up as a gunman. "With the Communist Party I am a very tough man, a very dangerous man," he recalled.

Mr. Courey said in June 1938 he accompanied Max Wall, local party official, to Mr. Lamb's office in Toledo. He said Mr. Wall asked for a contribution to hire a hall for a speech by a national Communist Party leader and Mr. Lamb donated $5.

The witness recalled being arrested at the speech for disturbing the peace. He said Mr. Lamb represented him and the case was dismissed.

The second time he saw Mr. Lamb give a donation was in July 1940, Mr. Courey testified. The amount was $2 for a party picnic, he said, with Mr. Wall again making the solicitation.

Under cross examination by Russell Morton Brown, co-counsel for Mr. Lamb with ex-U. S. Attorney General J. Howard McGrath, the witness said he is a special deputy sheriff in Iron County, Wis., and carries a gun because he doesn't trust the Communists. He testified Monday he brought a gun with him to Washington but it was in his luggage and not loaded.

The hearing was recessed Tuesday because the next Broadcast Bureau witness was ill and Mr. Brown indicated he wanted a little time before completing his cross examination of Mr. Courey.

Lamb Charges Libel

LIBEL suit for $500,000 was reportedly filed in Lucas County (Toledo) Common Pleas Court last week by Edward Lamb against directors of Air-Way Electric Appliance Corp. Mr. Lamb, whose WICU (TV) Erie, Pa., is in license renewal hearing before FCC, charged in the suit that the Air-Way directors libeled him twice in a letter soliciting proxies against a special shareholders meeting sought by Mr. Lamb between Oct. 15 and Nov. 15.

Mr. Lamb, who owns about 31% of the firm's stock, charged the directors misrepresented facts about his purchase of the stock, thereby injuring his reputation for truth and veracity. In another suit filed in Delaware, Mr. Lamb charged the directors secretly changed the bylaws to require two-thirds of the stockholders rather than a majority to call a special meeting.

WINR Granted Ch. 40 At Binghamton, N. Y.

FINAL DECISION to grant ch. 40 at Binghamton, N. Y., to WINR there was issued by FCC last week in one of several television actions. The ruling dismissed the competitive bid of WENE Endicott which a hearing examiner earlier proposed to deny in favor of WINR [B•T, Aug. 30].

The Commission also advised Wilmington Television Corp., permittee of ch. 3 WTHT (TV) Wilmington, N. C., that its application for extension of time to complete construction "indicates necessity of a hearing." Comr. Frieda B. Hennock dissented, noting FCC granted multiple extensions to most of the 108 pre-freeze stations.

FCC noted WTHT has not ordered equipment nor begun construction at the transmitter site although studies are under way concerning use of higher power and tower.

In another tv action, FCC invited comments by Oct. 11 on the proposal of ch. 74 WMGT (TV) North Adams, Mass., for substitution of ch. 19 there. Switch would involve substitution of ch. 54 for 19 at Utica-Rome, N. Y.; substitution of ch. 15 for 19 at Portsmouth, N. H., and ch. 74 for 33 at Bennington, Vt., FCC said. Comr. Robert T. Bartley dissented.

CAA Adopts Principles On Locating Air Aids

GENERAL PRINCIPLES governing the relocation of existing air navigation aids, or the installation of new ones, because of the location of a radio or tv tower have been adopted by the Civil Aeronautics Administration and furnished to all regional administrators.

In a memorandum signed by Acting CAA Administrator S. A. Kemp, regional administrators were authorized to adjust procedures or air navigation aids in order to overcome unreasonable restriction of tv service. This may be "in a few exceptional cases," the memorandum stated.

In discussing the impact of a tv tower location on existing or additional navigation aids, the CAA warned that no move should be made to place an electronic warning device on or in the vicinity of a tower [B•T, Aug. 2].

Mr. Kemp emphasized that approval of tower locations "should be based primarily on minimum impact to existing operational procedures. The relocation or addition of NAV aids shall be considered only when there is no other solution to the problem and there is a clear indication that the public benefits will outweigh the resulting loss of efficiency of the air navigation service. Efforts should be continued to resolve conflicts without modifying the air navigation system, as approval for modification will not be granted unless exhaustive studies show that modification is the only solution and the public interest demands such action."

WKY Files Application For Purchase of WSFA

APPLICATION for approval of the purchase of WSFA-AM-TV Montgomery, Ala., by WKY Radiophone Co. (WKY-AM-TV Oklahoma City) for $562,600 plus the assumption of more than $500,000 in notes [B•T, Sept. 20] was filed with the FCC last week.

Long term notes are to RCA for tv equipment ($324,902), and to First National Bank of Montgomery ($250,000). Reasons given for the sale are the failing health of some WSFA stockholders and business conditions. Stockholders are David E. Dunn, H. S. Durden, R. F. Hudson, R. F. Hudson Jr. and Sebie B. Smith.

Application indicated that Hoyt Andres, present assistant manager of the WKY stations, would become manager of the Montgomery stations. WSFA operates on 1440 kc with 5 kw day, 1 kw night, and is an NBC affiliate. WSFA-TV, now under construction, is due to put its ch. 12 signal on the air Dec. 1.

Balance sheet for WSFA stations, as of Aug. 31, 1954, showed total assets of $655,862 and a surplus of $140,116. Estimated replacement value of the Alabama stations was shown as $895,918, with $199,418 attributed to land and buildings. Last year, before tv grant, Howard E. Pill sold his 25% interest for $100,000.

Started in 1920

NBC-affiliated WKY has been operating since 1920 and puts out 5 kw on 930 kc. WKY-TV on ch. 4, began operating in 1949, is affiliated with ABC and NBC. The Oklahoma stations are owned by Oklahoma Publishing Co. (*Oklahoma City Daily Oklahoman* and *City Times*, and the *Farmer-Stockman*). E. K. Gaylord is president and P. A. (Buddy) Sugg executive vice president of the stations.

WKY balance sheet as of Aug. 31, 1954, indicated total assets of $2,947,590, including total current assets of $1,247,268. Color tv studio equipment was valued at $213,478. Surplus as of Jan. 1, 1954, was shown as $1,652,692, with operating gain from that date to the end of August $280,833. WKY also showed a net profit after taxes of $299,311 for 1952, and of $414,238 for 1953.

Sale of the WSFA stations to WKY was negotiated by Blackburn-Hamilton Co.

Secrest Sworn in at FTC

ROBERT T. SECREST, former Democratic Congressman from Ohio, was sworn in last Monday to a seven-year term as a member of the Federal Trade Commission. He was appointed to the post by President Eisenhower June 25 and was unanimously confirmed by the Senate July 2 [B•T, July 5]. Mr. Secrest was a member of Congress from 1933 to 1942 and from 1949 until his appointment to the FTC. He succeeds Albert A. Carretta, who is returning to private law practice in Washington.

NATIONAL NEWS NETWORK

CAPITOL BUREAU P. O. BOX 1134 WASHINGTON, D. C.

Reply to:
Executive Offices
2156 Lee Road,
Cleveland 18, Ohio

RADIO WISEMEN
EASTERN STATES
U.S.A.

MY FELLOW BROADCASTERS:

The Prophets in radio claim the profits for future station success lie in better Local and National News Coverage, plus consistant originality. The National News Network is really a LIVE WIRE service designed for association with your local reports featuring the voices making the news nationally, so you can put them on the air with your broadcasts the same day.

Using the voice-speed methods so successfully developed by WSRS, Cleveland, the Award Winning News station in Ohio's largest city, The National News Network intends to apply at the National level the same system for subscribers who join this plan. Our experience in the dissemination of "In Person" news voices from local and national sources is your assurance that we know our business in news effectiveness for station acceptance. That is a matter of record from ratings and awards. Do the same for your community by indicating in a letter the desire to investigate the price and service conditions of Washington coverage and national events Not Now Provided by any network or news service. This plan is better than having your own correspondent in the capitol, because our manpower can give greater coverage at a cost a local sponsor will gladly pay for the real "In Person" news from our LIVE WIRE to your city. With the changes contemplated in chain hookups, the only need in the future for live network operation by anyone in radio is the plan available through the efficient method of the National News Network. Please write for details of the Capitol Plan.

No obligation at this point, except to your conscience and station's future. Mark all mail to my attention personally.

Radio-actively yours,

S. R. Sague, Founder
NATIONAL NEWS NETWORK

FCC APPROVES SALE OF SIX STATIONS

KJRL and KISJ (TV) Pocatello, Idaho, change hands. KCSJ-AM-TV Pueblo, Colo., assigned to Bankers Life. Radio Hawaii acquires WTAC Flint.

FCC last week approved the sale of four am and two tv stations—involving KJRL and KISJ (TV) Pocatello, Idaho; WTAC Flint, Mich.; KCSJ-AM-TV Pueblo, Colo., and KTFS Texarkana, Tex.

Merger between Pocatello Tribune-Journal Co. interests and Frank C. Carman-J. Robb Brady-Grant Wrathall interests in the ownership of a single am station in Pocatello, Idaho, was approved by the FCC last week. Involved also is the transfer of ownership of KISJ (TV) Pocatello.

FCC action assigned the license of KJRL Pocatello (1240 kc with 250 w) to Pocatello Television Corp. Latter company is 50% owned by Pocatello Tribune-Journal Co. and associates, and 50% owned by Messrs. Carman, Robb, Wrathall and associates, who own KWIK Pocatello (1440 kc with 1 kw). FCC approval was conditioned on surrender of the license for KWIK. FCC Comr. Frieda B. Hennock dissented.

As part of the merger arrangements, for which no monetary consideration was involved, Pocatello Tribune-Journal Co. transferred its CP for ch. 6 KISJ (TV) Pocatello to the Carman-Brady-Wrathall group. This latter group will surrender the ch. 10 CP it now holds for KWIK-TV Pocatello.

Call letters of the remaining am and tv stations will be changed to KWIK and KWIK-TV, it was understood.

Pocatello Tribune-Journal Co., publisher of the *Idaho State Journal*, Pocatello, is part of Scripps Newspapers Inc. Other Scripps newspapers are *Provo* (Utah) *Herald, Logan* (Utah) *Herald Journal, Kalispell* (Mont.) *Daily Interlake,* and *The Dalles* (Ore.) *Chronicle.* It also has part interest in the *Coeur d'Alene* (Idaho) *Press* (KVNI) and the *North Idaho* (Wallace-Kellogg, Idaho) *Press.*

The Carman-Brady-Wrathall group owns KIFI Idaho Falls. Messrs. Carman and Wrathall and other associates also own KUTA and 50% of KUTV (TV) Salt Lake City, and 66⅔% of KOPR-AM-TV Butte, Mont. Mr. Carman and other associates own KGEM Boise and KTVI (TV) Nampa, Idaho. The J. Robb Brady Trust Co. owns 50% of KLIX-AM-TV Twin Falls, Idaho, and 80% of KIFT (TV) Idaho Falls; it also owns the *Idaho Falls Post-Register.*

Sale of WTAC Flint, Mich., by Trendle-Campbell Broadcasting Corp. to Radio Hawaii Inc. for $91,000 plus the assumption of $196,182 liabilities [B•T, Aug. 9] was approved by the FCC last week.

Radio Hawaii, a subsidiary of Tele-Trip Policy Co., owns KPOA Honolulu (630 kc with 5 kw), which it bought for $400,000 from J. Elroy McCaw and John D. Keating earlier this year [B•T, March 29]. Tele-Trip company specializes in aviation insurance. John M. Shaheen is president of both Radio Hawaii and of the Tele-Trip company. Finlay Hollinger is executive vice president of Radio Hawaii. John R. McKinley, WTAC manager, is scheduled to become a Radio Hawaii vice president and general manager of the 1 kw, ABC-affiliated Flint station (on 600 kc).

WTAC-TV began operating on ch. 16 last year, but suspended operations in April of this year and surrendered its grant this summer.

George W. Trendle and H. Allen Campbell, owners of Trendle-Campbell Broadcasting Corp., are pioneer radio operators and program producers. They recently sold the 22-year-old *Lone Ranger* rights to Jack D. Wrather, Mrs. Mazie Wrather and John L. Loeb and associates for $3 million [B•T, Aug. 9].

Assignment of licenses for KCSJ and ch. 5 KCSJ-TV Pueblo, Colo., from Douglas D. Kahle and associates to Bankers Life & Casualty Co. was approved by the Commission. Bankers, licensee of KGA Spokane, Wash., assumes liabilities of the Pueblo stations in the amount of $323,000 and gives Mr. Kahle, former majority owner, a six-year employment contract as station manager. Mr. Kahle is to receive $1,000 per month plus 25% of net profits and an option to re-purchase 25% interest for $12,500, FCC said.

And transfer of control of KTFS Texarkana, Tex., from David Segal to Arthur D. Smith Jr., licensee of WCDT Winchester and 60% owner of WMTS Murfreesboro, both Tenn., for $69,500 was approved by the FCC.

Tampa Times Petitions FCC on Ch. 13 Grant

GAUNTLET on FCC's newspaper ownership policy was flung down last week when the Tampa Times Co. (WDAE-AM-FM Tampa, Fla.) filed a petition for rehearing, reconsideration and stay of the FCC's grant of Tampa ch. 13 to Tampa Tv Co. [B•T, Sept. 6]).

Commission, reversing its examiner, granted the Tampa channel to Tampa Television, which is headed by Walter Tison, owner of WALT Tampa. Examiner had recommended grant to Tampa Times. Third applicant in hearing was Orange Tv Broadcasting Co. Basis of FCC's decision was that diversity of media of communication would be better served by the denial of Tampa Times' application.

The Commission's action is not supported by the record, Tampa Times said in its 30-page printed petition. It erred by basing decision on the diversity policy, the Tampa newspaper said, pointing to a grant of Tampa ch. 8 to the Tampa Tribune only one month ago.

The Tampa Times petition spoke of the Commission's action as "irreconcilable" with recent decisions involving newspapers. It added:

". . . the Commission's discussion of diversity is the most incredible extension of an outmoded concept yet set forth since the Commission came into existence in 1934."

In great part, the Tampa Times document was a point-by-point attack on the Commission's reasoning on why it preferred Tampa Tv Co. It offered its 20 years of broadcast service and its greater integration of ownership and management as the counter to the FCC's preference of Tampa Tv Co.

Election Guide Issued

AN 84-page handbook for radio-tv reporters who will cover the more than 450 fall election contests is being issued today (Monday) by McIver Publications, 1820 Jefferson Pl. N.W., Washington, D. C. Its cost: $1.

Election Guide, edited by Joseph F. McCaffrey, Washington correspondent and secretary of the Radio-Tv Correspondents Assn., lists all major party candidates for governor, the U. S. Senate and the House. It outlines "marginal" districts and those considered "dangerous," plus other background data such as the time polls close in each state.

WMUR-TV

THE STATE STATION

VHF CHANNEL 9 MANCHESTER N. H

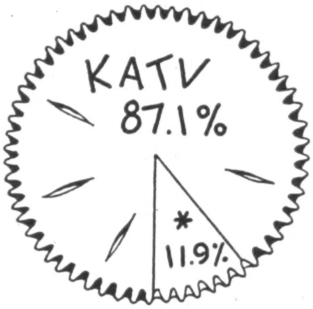
THE BEST SIGNAL—AND LOCAL COVERAGE FROM WITHIN THE MARKET

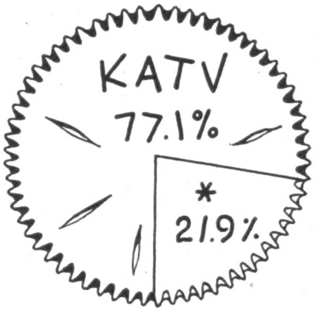
70% of entire New Hampshire population	**110,000 TV families**
PLUS—*Coverage of northern Massachusetts—Lowell, Lawrence, Haverhill, Fitchburg area*	**115,000 TV families**
PLUS—*Coverage of south and eastern Vermont*	**15,000 TV families**
Total PRIMARY coverage	**240,000 TV famlies**

4 Million People Live in This Area ▶

MAINE
N.H.
NEW HAMPSHIRE
CONCORD
MANCHESTER
GRADE A
HAVERHILL
VT.
N. H.
MASS.
MASS.
NASHUA
LAWRENCE
FITCHBURG
LOWELL
LYNN
BOSTON
GRADE B
WORCESTER

KATV
SLICE
"Dig this CRAZY graph!"





"Man, this is a pie. Graphs are square and I don't want to be associated with anything square."

"Dad, Join the Session—This is a Real Cool Pie Graph!"

"Sing on, Clyde, pie graph of what?"

"Of the Rich Central Arkansas Television Market—Where 586,500 Money Spending People Live."

"Looks like this slice is a mite bigger than the other—as a matter of fact it looks like 77.1% of the whole crazy pie."

"Man—You've Been Peeking at the Results of the July 1954 ARB Survey, 'Cause That's the Audience Control Figure They Give KATV for the Entire Survey."

Wow—that's the most to say the least."

"Not Quite—There's Even More to This Advertisers Dream. KATV is in Charge of the 33rd Market in the Nation. The Man at ARB Says KATV was First 87.1% of the Time Monday Thru Friday from Five-ish 'Til 11:15 P.M.; and on Sunday from High Noon Until 10:45 P.M. . . . and what a Crazy Market—Over 70,000 Tv Sets and They are Still Selling Like . . . (Pies?)."

"This is the station that is now telecasting over 50 hours of commercial network shows each week—I am right—yes?"

"You Are. This is also the Station that Blankets 23 Counties and Promotes All of Them. As a Matter of Fact They Have Studios and Offices in Two of Them."

"Two of them?"

"Two Counties—Two Towns—Little Rock and Pine Bluff. Studios in Both."

Channel 7

KATV

*Ask
BRUCE B. COMPTON
National Sales Mgr.
620 Beech Little Rock, Ark.

*Ask
AVERY-KNODEL, INC.
National Sales Rep.

REED AND WOLF BUY CBS SHARE OF KQV

Pay network $236,250 for 45% interest in Pittsburgh regional, agree to finance tv.

FIRST move by CBS to unload its minority station holdings [CLOSED CIRCUIT, Aug. 16]—in order to come within the FCC's seven-station limitation on am ownership—took place last week when principals of KQV Pittsburgh bought back the network's 45% interest for $236,250. This is exactly what CBS paid for the minority interest in 1952.

Messrs. Earl F. Reed and Irwin D. Wolf, who with associates were 55% owners of the 5 kw, CBS affiliate (on 1410 kc), bought out the network's interest. Each, together with their wives, bought half of CBS's 1,350 shares. They also agreed to assume two CBS obligations: To lend up to $150,000 to the station if it wins its Pittsburgh ch. 4 bid and to pick up an additional 1,350 shares to which CBS had subscribed.

KQV Seeks Tv

KQV is one of five applicants for ch. 4 in the Pittsburgh area. Hearings began earlier last month with exchange of testimony and information. Other applicants are WCAE Pittsburgh; WLOA Braddock, Pa.; Wespen Tv Inc. and Irwin Community Tv Co.

KQV ownership is split into two trust funds. First had CBS owning 1,350 shares, with Messrs. Reed and Wolf owning 10 shares each. Second, consisting of 1,630 shares, was owned by 21 individuals, including the Messrs. Reed and Wolf. Both Mr. Reed and Mr. Wolf are the voting trustees for both trusts.

CBS now owns six am stations and has minority interests in two more. These are WCBS New York, KCBS San Francisco, KMOX St. Louis, KNX Los Angeles, WBBM Chicago and WEEI Boston, all CBS owned, and 47% of WCCO Minneapolis and 45% of WTOP Washington. The stations in New York, Los Angeles, Chicago, Minneapolis and Washington have tv adjuncts.

The FCC regulation limiting to seven the number of am or fm stations which one company may own was issued last fall [B•T, Nov. 30, 1953]. At that time, CBS was ordered to bring its ownership within the rule. It was given three years to do so.

The only other person owning more than the maximum seven am stations when the rule was promulgated was J. Elroy McCaw. Mr. McCaw disposed of his interests in KPOA Honolulu, KILA Hilo, both Hawaii, and in KLZ Denver. The FCC quashed the show cause order last month.

Football Plans Announced By 25 More Stations

FURTHER announcements of football coverage and sponsorships [B•T, Sept. 20] reported are:

KCOW Alliance, Neb.—U. of Nebraska full schedule plus local high school games.

KPHO Phoenix, Ariz.—Selected games from the Pacific Coast Conference plus U. of Arizona full schedule; Tide Water Associated Oil Co. and Tide Water Associated Dealers of Phoenix.

KSO Des Moines, Iowa—U. of Iowa full schedule; participating sponsors.

KVOO Tulsa and WKY Oklahoma City, both Oklahoma—Oklahoma U. full schedule; Texaco.

KQV Pittsburgh—Weekly hour-long city, county and district high school roundup.

KTVQ (TV) Oklahoma City—Nine Oklahoma City high school games.

KVTV (TV) Sioux City, Iowa—Selected National Football League professional team games plus highlights of Big Ten game of the week and Iowa football highlights; Phillips Petroleum Co. sponsors Big Ten highlights.

WABD (TV) New York—Wednesday night film of highlights of previous Saturday's National Football League professional games.

WCBS New York—Ivy League Game of the Week; New York Ford Dealer's Assn.

WGAR-AM-FM Cleveland, and WRFD Worthington, Ohio—Ohio State U. full schedule; Farm Bureau Insurance Companies.

WHBC-AM-FM Canton, Ohio—Most Ohio State U. games plus 19-game schedule of high school games.

WHIM Providence, R. I.—Brown U. full schedule; Citizens Savings Bank and Westinghouse.

WJR Detroit—Ten selected games in which Michigan, Michigan State or Notre Dame will be playing; Plymouth Dealer's Assn. of Greater Detroit through Powell-Gayek Inc.

WKBZ Muskegon, Mich.—Notre Dame full schedule, plus 16 local high school games; participating sponsors.

WMAL Washington U. of Maryland full schedule; Canada Dry Ginger Ale through J. M. Mathes, New York, and Hare Bros. Auto and Marine Parts Co., Washington.

WMCA New York—Notre Dame full schedule; Metropolitan Ford Dealer's Assn. [Editor's note: Labatt's India Pale Ale and Pilsener Beer, sponsor of pre and post-game programs, was erroneously reported in the last roundup as being the sponsor of the games.]

WMTW (TV) Portland, Me.—Hour-long film on Monday night of previous Saturday's Dartmouth College games full schedule.

WNBK (TV) Cleveland — Selected Cleveland high school games highlights on film.

WPEN Philadelphia—Notre Dame full schedule; Cassidy-Richlar Co. (direct mail adv.) through Fien and Schwerin Agency, Philadelphia.

WTNJ Trenton, N. J.—U. of Pennsylvania full schedule; Voltz Oil Co. and Calso.

WVNJ Newark, N. J.—Several home games of Princeton U.

WVOM Boston, Mass.—Nine high school games plus several local college games.

WWDC Washington—Saturday afternoon twice hourly score roundup.

Suds Sorority

KSEO Durant, Okla., is bubbling over with enthusiasm these days, and the "Sisters of the Suds" convention is the reason for it. Leroy W. Moses, KSEO manager, started the idea of a "Sisters of the Suds" organization, comprised of radio-listening housewives, and now there are over 3,000 card carrying members. The convention, billed as the "first convention of radio listeners," recently attracted more than 1,300 members for a full day's entertainment.

The mayor of Durant proclaimed convention day as "Sisters of the Suds" day and local merchants offered "specials" in honor of the group, who become "Sisters" by writing requests to the "Chief Sudser," a KSEO disc m.c.

ACQUISITION of KPIX (TV) San Francisco by Westinghouse Broadcasting Co. was publicly announced during KPIX-Westinghouse Week, which featured appearances at the station by (l to r) Dave Partridge, WBC advertising sales promotion manager; Philip G. Lasky, KPIX general manager; Chris J. Witting, WBC president; Bill Allison, Ketchum, MacLeod & Grove, and Carl Albracht, San Francisco manager, public relations, Westinghouse. Event was in late September [B•T Sept. 27].

WBC General Managers Hold Fall Meet in N. Y.

ANNUAL fall meeting of the general managers of Westinghouse Broadcasting Co. owned-and-operated stations was held in New York last Monday and Tuesday. Chris J. Witting, president of WBC, presided.

The group heard a talk by Richard Pack, newly-appointed national program manager for the company, who expressed satisfaction with the work that performers, directors and writers have done in the eight weeks he has been on the job to give radio "the new sound it needs." Mr. Pack, summarized the activities of his visits to KDKA Pittsburgh and KBZ-WBZA Boston-Springfield.

Other speakers were Joseph E. Baudino, executive vice president; Eldon Campbell, national sales manager; I. C. Ruby, auditor; John W. Steen, attorney; David E. Partridge, sales promotion-advertising manager; John F. Hardesty, eastern sales manager, and George D. Tons, midwestern sales manager.

Station managers in attendance were W. C. Swartley, WBZ-TV Boston; Paul E. Mills, WBZ-WBZA; Rolland V. Tooke, WPTZ (TV) Philadelphia; Franklin A. Tooke, KYW Philadelphia; L. R. Rawlings, KDKA; Carl Vandagrift, WOWO Fort Wayne, and J. B. Conley, KEX Portland, Ore.

WSAZ-TV To Open Studio In Charleston, W. Va.

OPENING of new, modern tv studios in Charleston, W. Va., by WSAZ-TV Huntington, W. Va., was announced last week by Charles W. Dinkins, WSAZ-TV promotion manager.

WSAZ-TV, which has been originating programs from Charleston for nearly two months, expects construction to be completed on the Charleston studios early this month.

Work is also under way on the station's 1,100-foot tower, described as the highest structure in West Virginia with its top to be 2,409 feet above sea level and more than 1,500 feet above downtown Huntington. Made by Ideco Div. of Dresser-Stacey Co., the tower is being erected by John F. Beasley Construction Co. of Muskogee, Okla. Its completion is expected by the end of the month.

The gift that heightens a business friendship

FOUR ROSES

in its beautiful new holiday bottle

A GIFT of Four Roses—to express a warm business relationship—has become a welcome custom with many a firm.

And this year, it's even more appropriate than ever.

The same fine whiskey—America's holiday favorite—in a Special Gift Bottle.

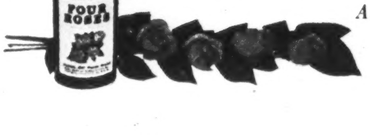
For the same fine Four Roses is presented in a Special Gift Bottle—adding a new richness and dignity to the gift that truly reflects your company's position and prestige.

For a "preview" of Four Roses in the Special Gift Bottle, call your local Frankfort representative or write to Frankfort Distillers Company, New York, N. Y.

Special Gift Bottle and carton at no extra charge

FOUR ROSES
FOUR ROSES
Special Gift Bottle
Four Roses

Also available in the regular Four Roses bottle.



FRANKFORT DISTILLERS CO., N.Y.C. BLENDED WHISKEY. 86.8 PROOF. 60% GRAIN NEUTRAL SPIRITS.

NOW

KTR-100A

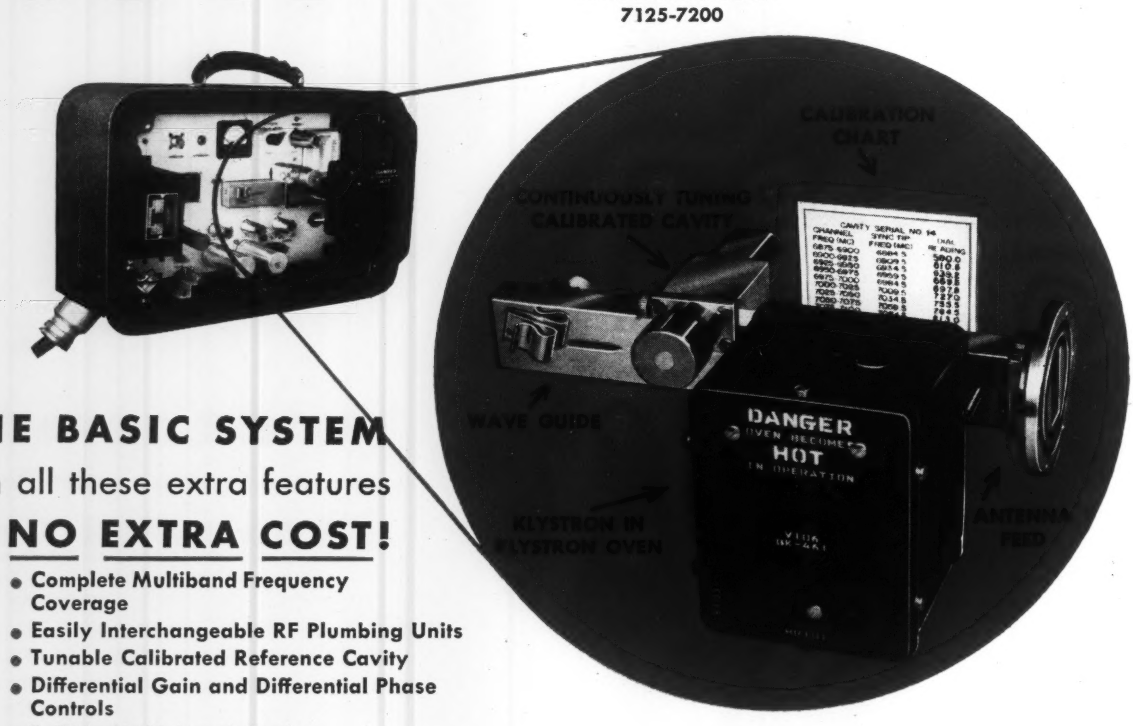
Color TV microwave relay

ONE BASIC SYSTEM FOR ALL BANDS

BROADCAST
6875-7050
12800-13200

COMMON CARRIER
5925-6425
7050-7125
12800-13200

GOVERNMENT
7125-7200


CALIBRATION CHART
CONTINUOUSLY TUNING CALIBRATED CAVITY
WAVE GUIDE
DANGER OVEN BECOMES HOT IN OPERATION
KLYSTRON IN KLYSTRON OVEN
ANTENNA FEED

ONE BASIC SYSTEM

with all these extra features

AT NO EXTRA COST!

- **Complete Multiband Frequency Coverage**
- **Easily Interchangeable RF Plumbing Units**
- **Tunable Calibrated Reference Cavity**
- **Differential Gain and Differential Phase Controls**
- **Built-in Multiplexed Audio**

The new KTR-100A microwave relay meets or exceeds all FCC and RETMA color specifications for multiplexed video and audio signals with a differential phase of less than ±2° and a differential gain of less than 1 db maximum.

It provides in a single, basic system complete equipment to cover all broadcast and common carrier bands and the adjoining government band . . . combines multiplexed video and audio . . . and is designed for the widest possible flexibility in application.

Not only are these features available *at no extra cost* but the new KTR-100A still remains *the lowest cost microwave in the industry.*

Write for complete information. Address Dept. 6130 **B-1**

The advanced design of the new KTR-100A offers simplicity and accessibility with proven reliability . . . providing greater flexibility with maximum tube efficiency, power and long life. Easily interchangeable RF units (as shown above) provide for band changes and a referenced calibrated cavity makes possible frequency changes in the field within allocated bands. One basic system for color and monochrome and for all present and future frequenices protects your equipment investment.

RAYTHEON

Specialists in Microwave for Television

RAYTHEON MANUFACTURING COMPANY
Equipment Sales Division
WALTHAM 54, MASSACHUSETTS

RICHMOND BROADCASTING C

OVER 3,000 visitors attended the "Open House" of WTVR (TV) Richmond, Va., to witness the inauguration of color tv Sept. 12 by the station. In addition to seeing the first NBC-TV spectacular *Satins and Spurs,* the visitors had a chance to compare color with black-and-white and were taken on a tour of the station after being given a brief lecture on color television.

WCKY Celebrates 25th Year With Week-long Promotion

WCKY Cincinnati, Ohio, carried out a full-scale campaign to commemorate its 25th birthday. The station mailed to advertisers and agencies silvered anniversary cards—each bearing, as a good luck memento, a silver dollar and all employees were given 25 silver dollars apiece.

Every staff member from the president of the station down to the janitor, without giving his title, recorded a brief message stating how long he had been with the station and a word about the pleasure of being able to share in the station's celebration. These were used on every station break 24 hours a day for the entire week and, according to the station, created much favorable comment in and around Cincinnati.

L. B. WILSON (r), president and general manager WCKY Cincinnati, Ohio, is presented with two sterling silver trophy vases, 25 roses in each, by Executive Vice President C. H. Topmiller on behalf of the staff and in recognition of the station's 25 years of service to the public.

KANV Completes Staff

PERSONNEL appointments at KANV Shreveport, La., have been announced by Northwest Louisiana Broadcasting Corp., owners of the station. Glenn V. Wilson, 18-year broadcasting veteran, has been named managing director with Doris Nargassans and Carl Goulden named personnel-program director and chief engineer, respectively. Other additions: Faye Loveless, secretary; Brown E. Moore, announcer-newscaster; Earnest Miller, sportscaster; Herman Selber, specialty act; Jack Davis, entertainer, and Robert James and Willie Caston, disc m.c.'s. KANV claims to be North Louisiana's first all Negro-programmed radio station. The station operates on 1050 kc, 250 w daytime.

Radio's Nobility

RADIO has made it possible for many Provo, Utah, citizens to see the World Series on television. KEYY Provo, a music and news station, arranged with the cooperation of civic heads and A. L. Duckett Sales & Service to equip the band stand at Pioneer Park with two television sets to enable people to see the World Series on television, many of them for the first time.

H-R Expands Staff; Opens New Office in Dallas

EXPANSION of staff and the opening of a new office have been announced by Frank M. Headley, president-treasurer of H-R Representatives Inc.

The new H-R office in Dallas, Tex., is headed by Clarke Brown, who for the past five years has been southwestern manager of John Blair Co. Robert E. Stuart and Andrew Peranni have been assigned to the sales staff of the Dallas office which will cover agencies and advertisers in Texas, Oklahoma, Mississippi, Arkansas, Georgia, Florida, Louisiana, Tennessee, Alabama, and North and South Carolina.

Don Donahue, whose past experience includes four years in the New York office of WLW Cincinnati and the Crosley stations, joins the H-R radio sales staff in New York. Avery Gibson has been added to H-R's sales promotion staff in New York as assistant sales promotion director. Miss Gibson was formerly in the promotion department with WTOB Winston-Salem.

Three Political Groups Buy Time on WABD (TV)

THREE political organizations have purchased programs and announcements on WABD (TV) New York, according to an announcement made by the station last week.

New York Democratic State Committee has signed for 5-, 10- and 15-minute programs plus a schedule of announcements. New Jersey Democratic State Committee has purchased one-minute filmed announcements to be telecast Fridays beginning Oct. 8 for four weeks. The Democratic State Committee for its non-partisan voting drive has signed for 30 one-minute and twenty-second filmed announcements which will be completed on Oct. 8.

Color Plans, Programming Reported by Six Stations

EXPANSION of regular facilities to accomodate color tv has been announced by several stations.

WBAL-TV Baltimore immediately prior to the start of the World Series last Wednesday transmitted "the first local color movies to be broadcast in this area by a local station."

WBEN-TV Buffalo last Wednesday announced it was telecasting color bars on a regular basis, every morning an hour before sign-on.

WFMY-TV Greensboro, N. C., will begin telecasting color programs about Jan. 1, when it moves into its new studios, C. O. Jeffress, general manager of the Greensboro News Co., licensee, has announced.

WHAS-TV Louisville, Ky., has held public showings at its studios of network color shows. Seven colorcasts, first one on Aug. 22, have attracted 1,200 visitors, the station claims.

WLBC-TV Muncie, Ind., has contracted with RCA for installation of color equipment and expects to transmit network color programs by Nov. 1, Donald A. Burton, president of Tri-City Radio Corp., licensee, has announced.

Final adjustments on the color transmitting equipment of KTBC-TV Austin, Tex., were completed Sept. 11, according to J. C. Kellam, general manager.

WFTL-TV Plans Expansion

A HALF MILLION dollar expansion program for ch. 23 WFTL-TV Fort Lauderdale, Fla., has been announced by General Manager Noran E. Kersta. Plans call for erection of a 1,000-ft. tower, increase in power to 250 kw by the end of this year, plus antenna adjustment for network color reception, and at a later date, 1,000 kw radiated power. The station, which began operating May 5, 1953, is now transmitting 20 kw from a 250-ft. antenna. Mr. Kersta, who is a former NBC-TV executive, owns 21% of the station; *Fort Lauderdale Daily News* owns 79%. Mr. Kersta holds an option to increase his interest to 45%. The station holds a primary optional affiliation with NBC-TV.

WNHC-TV Now Using 316 Kw

WNHC-TV New Haven, Conn., is now officially operating on 316 kw power, it was announced last week by Edward C. Obrist, manager. He said the power increase has brought fringe areas in parts of Massachusetts, Long Island and Western New York into the basic WNHC-TV coverage pattern, but added that no estimate of the resulting larger audience has been computed. Members of the station's engineering staff, he said, are engaged in field strength measurements to determine exact coverage areas.

WTOV-TV Goes Off Air

CITING disappointing results in its "intensive effort" to attract new fall business, "especially network business," ch. 27 WTOV-TV Norfolk announced last week that it planned to suspend operation Sunday (yesterday). The station said it will concentrate on securing the assignment of ch. 13 in that area and to file for a new outlet on that facility. Fortnight ago, FCC called for comments by Oct. 15 on the station's proposal that ch. 13 be allocated to Princess Anee, Va. [B•T, Sept. 27]. Total of 31 post-thaw stations have suspended (25 uhf, 6 vhf).

THREE NEW TVS RAISE U. S. TOTAL TO 409

One Iowa, two Louisiana vhf stations begin commercial operations last week.

THREE new tv stations, two in Louisiana and one in Sioux City, Iowa, began commercial operations last week, increasing to 409 the number of operating tv stations.

The Louisiana outlets are KALB-TV Alexandria, the first tv there, and KPLC-TV Lake Charles, the second in that city. KTIV (TV) Sioux City is the second there.

Ch. 5 KALB-TV is represented by Weed Tv and began programming last Tuesday. It is owned by Alexandria Broadcasting Co. with W. H. Allen president and chief stockholder and Willard L. Cobb general manager. KPLC-TV is owned by the Calcasieu Broadcasting Co. and began commercial operations last Wednesday. The ch. 7 station is the second tv there but first vhf. It is also represented by Weed Tv. T. B. Lanford is president and David Wilson general manager.

KTIV, affiliated with NBC and represented by George P. Hollingbery Co., went commercial last Wednesday. Dietrich Dirks is president and general manager. The ch. 4 outlet is owned by KCOM Broadcasting Co.

Reports from other stations:

WMTW (TV) Poland, Me., owned by Mt. Washington Tv Inc., started commercial operations Sept. 25 affiliated with CBS, ABC and DuMont. Transmitter building and antenna are atop Mt. Washington, allowing WMTW's signal to cover more than 25,000 square miles, the station has reported. John H. Norton Jr., former vice president of ABC, is vice president and general manager of the ch. 8 station. John T. Madigan, program director, was formerly manager of tv special events for ABC.

Mr. Norton reported "tremendous response" from viewers in Maine, New Hampshire, Vermont, New York, Massachusetts and Quebec.

WCNY-TV Carthage-Watertown, N. Y., began test patterns last Friday and is scheduled to start regular programming this Friday. The ch. 7 outlet is affiliated with ABC and CBS and represented by Weed Tv. James W. Higgins is manager.

WIRI (TV) Bloomingdale (Lake Placid), N. Y., owned by the Great Northern Tv Corp., expects to air test patterns in November with commercial operation set for Dec. 1, Joel H. Scheier, president and general manager, has announced. The ch. 5 station will operate with 20 kw and represents an investment of $500,000, Mr. Scheier said.

Southern Tier Radio Service Inc., which last week received a grant for ch. 40 at Binghamton, N. Y., expects to start programming next summer. Transmitter and studio will be GE equipped.

Council Has Its Inning

DURING World Series radio-tv coverage sponsored by Gillette Safety Razor Co., the firm is devoting part of its $1.75 million Series budget to free time for Advertising Council public service messages, broadcast at the end of the fourth inning of each game. If the Series runs to seven games, seven council drives will be given 40 to 60 seconds of free air time each.

This is the 13th consecutive year that Gillette has given time to the council.

FIRST local sponsor on WCNY-TV Carthage, N. Y., is Northern New York Trust Co. Bernard A. Gray, Trust Co. president, signs the contract with (l to r) James W. Higgins and Alfred M. Tauroney of WCNY-TV and George E. Hayes, Northern New York Trust treasurer.

WBZ-TV Resumes Full Power 27 Days After Hurricane

ENGINEERING know-how and speed, combined with a radio outlet's cooperation, permitted hurricane-struck WBZ-TV Boston to resume maximum-power transmission of its signal last Monday.

This was 27 days, 10 hours and 54 minutes after the station, owned and operated by Westinghouse Broadcasting Co., was knocked off the air Aug. 31 when hurricane Carol toppled and destroyed its tower.

W. C. Swartley, WBZ-TV general manager, credited the feat to "some luck" and the "resourcefulness and know-how of Westinghouse engineers."

The rampaging hurricane wrecked WBZ-TV's tower at 12:13 p.m., the station returning to the air a little less than nine hours later, operating with a stand-by antenna on a smaller tower. With WEEI Boston donating its fm tower at Medford, Mass., Westinghouse then purchased a transmitter—still "on test"— and ordered a new antenna, the manufacture of which was completed in 15 days. The antenna was erected on the WEEI-FM tower Sept. 23 and the transmitter installed in an existing building on the tower site. Two microwave signals carry programs originating in WBZ-TV's studios on Soldiers Field Rd., Boston, to the new transmitter.

Directing the erection of new facilities were Ralph N. Harmon, WBC's engineering manager; W. H. Hauser, WBZ-TV chief engineer, and Sid Stadig of WPTZ (TV) Philadelphia, also a WBC o&o station.

WALA-TV Sets Full Power, Plans for Color Tv Underway

WALA-TV Mobile, Ala., plans to begin transmitting from its new tower and transmitter building sometime in October, W. O. Pape, president, Pape Broadcasting Co. (WALA-AM-TV) has announced. A new 50 kw RCA transmitter will raise the ch. 10 station's effective radiated power to 316 kw. WALA-TV is affiliated with ABC, CBS and NBC, and according to Mr. Pape, a Sept. 25 live telecast over WALA-TV represented the "first" live television show for Mobile and the surrounding territory. He said that plans are already underway for the installation of color equipment.

Journal Takes WEAN Oct. 9, Relinquishes WPJB There

GIVEN FCC approval of its $260,000 acquisition of WEAN Providence from General Teleradio Inc. [B•T, Sept. 27], the Providence Journal Co. plans to take over operation of the station on Oct. 9.

In conformity with FCC's duopoly ban, it will cease operation of its WPJB Providence at that time, but will continue to operate WPJB-FM as a "fine music" station, according to H. William Koster, manager of the Journal company outlet. The WEAN call letters will be continued for the am outlet, which operates on 790 kc with 5 kw. WEAN will continue WPJB's affiliation with ABC and also will be identified with the Mutual and Yankee networks.

Under the Journal Co. ownership, WEAN will be represented nationally by Venard, Rintoul & McConnell, and in New England by Louis J. Borgatti, Boston.

Viewers Praise WISH-TV For FHA Hearing Coverage

TELECASTS of two of the Capehart Committee hearings into alleged FHA abuses, which originated in the Federal Building in Indianapolis and was carried as a public service by WISH-TV there, have received the praise of Indiana viewers, according to that station.

WISH-TV cancelled all network shows on the days of the hearings in keeping with an announced policy of its president, C. Bruce McConnell, of "presenting all programs of local interest, any time they occur, regardless of existing network commitments."

The station fed the telecast to WTHI-TV Terre Haute, WFAM-TV Lafayette and WLBC-TV Muncie. Sen. Homer Capehart (R-Ind.), chairman of the Senate Banking & Currency Committee, extended excellent cooperation, according to WISH-TV, which unobtrusively used two cameras for the remote telecast.

Austin to Manage WRIS

COLEMAN O. AUSTIN Jr., campaign manager for Ernest Robertson, Democratic delegate to the Virginia legislature who hopes to unseat GOP Rep. Richard H. Poff of the Sixth Congressional District of Virginia, has resigned to take over as manager of WRIS Roanoke, according to a report last week. Mr. Austin, in resigning as Mr. Robertson's campaign manager, said he had to accept the WRIS offer immediately or lose the opportunity.

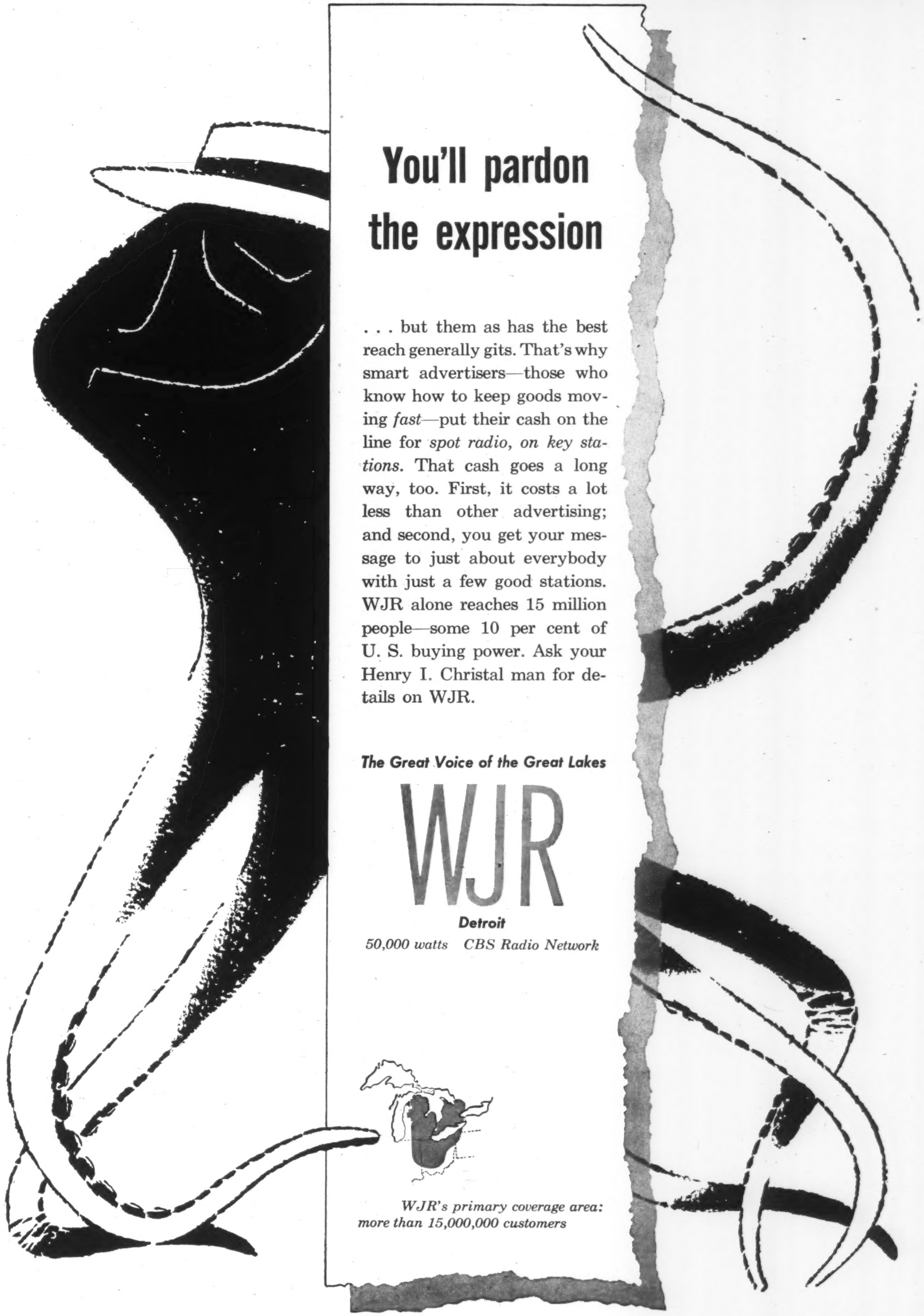
N. M. Gets Microwave Route

NETWORK television has been extended to New Mexico by completion of the eastern segment of the first microwave route to cross the Southwest, it was announced last week by the Long Lines Dept. of AT&T.

The department said the newly constructed link between Amarillo and Albuquerque has made it possible to connect stations KOB-TV and KGGM-TV, both Albuquerque, to the nationwide network.

WLAK Boosts to 5 Kw

INCREASE in power to 5 kw has been announced by WLAK Lakeland, Fla. A new RCA transmitter was installed and other remodeling was completed at a cost of $50,000, the station said. WLAK is affiliated with NBC and is owned by Lakeland Broadcasting Corp.



You'll pardon the expression

. . . but them as has the best reach generally gits. That's why smart advertisers—those who know how to keep goods moving *fast*—put their cash on the line for *spot radio, on key stations.* That cash goes a long way, too. First, it costs a lot less than other advertising; and second, you get your message to just about everybody with just a few good stations. WJR alone reaches 15 million people—some 10 per cent of U. S. buying power. Ask your Henry I. Christal man for details on WJR.

The Great Voice of the Great Lakes

WJR

Detroit

50,000 watts   CBS Radio Network

WJR's primary coverage area: more than 15,000,000 customers

WTVD (TV) Solves the Housing Problem

IF YOU are having trouble finding quarters for your new tv station, try the formula used by ch. 11 WTVD (TV) Durham, N. C.—a vacant hospital that started out as a county jail.

On the air last fortnight, WTVD has found the T-shaped structure ideal for tv quarters in many ways. One of the high-ceiling wards, 40 by 65 ft., was just right for a studio while the companion ward on the other side was walled into 12 offices.

Once a tuberculosis sanatorium, the building had four smaller wards in the upright of the T which have been suitable for set storage room, paint shop, carpentry shop and a room for electronic maintenance and supplies. WTVD said it was easy to convert two former sanatorium rooms into dressing rooms since the shower and other plumbing fixtures already were installed.

The basement dining room of the hospital staff is now a snack bar and lounge for station personnel while the old x-ray room is now the photographic dark room. Second floor facilities include executive offices, board room and guest lounge. The third floor encloses the studio-transmitter link. The entire building is air-conditioned.

Obtaining the building for WTVD resulted from a happy coincidence. Durham County commissioners were anxious that the empty building house a new industry and President Harmon L. Duncan and Vice President Floyd Fletcher of Durham Broadcasting Enterprises Inc., WTVD permittee, needed suitable station housing. WTVD leased the building for four years at $6,000 per year.

American Tobacco Co. and Liggett & Myers Tobacco Co., both Durham firms, were the first network sponsors to sign with WTVD, the station reports. WTVD is an NBC affiliate.

First a jail, then a hospital, now the home of WTVD (TV).

Army Official Lifts Ban On WOI Hearing Coverage

A BAN that would have prevented WOI Ames, Iowa, from covering the hearing on the Saylorville dam project at the Statehouse in Des Moines has been withdrawn by the Rivers and Harbors Board of the U. S. Army Engineers, the station has reported.

The original decision to ban the Iowa State College station was made by Maj. Gen. B. L. Robinson who said that the purpose of the hearing was to allow members of the board to gain information, but "not to allow pressure groups to use the hearing as a sounding board." Richard B. Hull, college radio-tv director, immediately countered, saying ". . . the microphone is neither a prosecutor nor defender. It is merely a verbatim reporter, which makes the audible record . . . available to many instead of a few." Other protests were made by Dick Cheverton of WMT-TV Cedar Rapids, president of the Iowa Radio-Tv News Assn., and Charles Roeder, chairman of the Freedom of Information Committee of the Radio-Tv News Directors Assn.

Gen. Robinson reversed his decision and said, "They convinced me they were right this time."

Personalities, Music, News Headlined at WBAL, WISN

TWO Hearst-owned radio stations have revamped their complete programming schedules placing emphasis on personalities, music, news and information. The stations, WBAL Baltimore and WISN Milwaukee, have reported the campaigns to introduce the new schedules are the largest ever conducted by the outlets.

WBAL, a 50 kw NBC affiliate, has promoted its morning show man Al Ross to supervisor of music. Other disc shows will be featured. The station also has concluded a package-deal arrangement with KLAC Los Angeles for a series of open-end tapes carrying interviews with top recording stars. News shows are being expanded to include more taped and beeped phone interviews. A closer liaison has been established between WBAL and its affiliated newspaper *The Baltimore News-Post and Sunday American*. The station will stick with the network on morning audience participation shows and afternoon "soaps." Leslie H. Peard Jr., station manager, has given direction to the new schedule.

WISN'S new program formats will feature new personality additions and listener-creating ideas. The 50 kw CBS affiliate will emphasize showmanship, music and news, with Harry Peck, station manager, spearheading the change. Roger Krupp, former network announcer, has been placed in charge of news. Jack Denton, entertainer and radio-tv writer, will be m.c. on the *Early Risers' Club*.

Gross to Be Honored

FIVE networks and seven independent stations in New York City will be joint hosts at a party at Toots Shor's restaurant on Oct. 5 to honor Ben Gross, radio-tv columnist of the *New York Daily News*, on his 30th anniversary on the job, and for the publication of his autobiography, which Random House is publishing Oct. 8.

The book is entitled *I Looked and I Listened*. The stations paying tribute to the columnist are: WHOM, WINS, WMCA, WMGM, WNEW, WQXR (all radio in New York), and WPIX (TV). The networks are ABC, CBS-TV, DuMont, Mutual and NBC.

WRTV (TV) Says Set Makers Haven't Helped Promote Uhf

TELEVISION set manufacturers have been charged with failing to cooperate with uhf station WRTV (TV) Asbury Park, N. J., in its efforts to promote widespread purchases of uhf sets in its coverage area.

Walter Reade Jr., president of WRTV (ch. 58), in an open letter Sept. 14 to 13 tv set manufacturers, said "many" representatives of set makers have told would-be purchasers of uhf sets or persons wanting to convert their sets to uhf that "our station will be off the air shortly, that the station has nothing to interest them, that they don't have conversion material, and that it would be silly for the customer to spend the money for conversions."

Mr. Reade said to date nothing more than "lip service" had been given by manufacturers to testimony last spring before the Communications subcommittee headed by Sen. Charles A. Potter (R-Mich.).

Mr. Reade said: ". . . Most of your dealers have no uhf sets and tell their customers (and our potential listerners) that it will be many months before they can serve them. . . .

". . . We even find that the conversion equipment used by your company to be admittedly inefficient, and in many cases inoperative. . . . We also find the manufacturer's service organizations badly trained, ill-prepared, disinterested, and generally lethargic concerning the installation, sales, servicing and general success of uhf in our area. . . ."

KPTV (TV) Boosts to 204 Kw

KPTV (TV) Portland, Ore., first operating commercial uhf station, has increased its power from 17.6 to 204 kw, a nearly 12-fold boost, the station has reported. This increase is the first step in KPTV's $350,000 expansion program aimed at 1,000 kw maximum power, Russell K. Olsen, station manager, said. Final shipment of RCA equipment was installed in 20 hours by KPTV and RCA technicians, under the supervision of William McAllister, KPTV chief engineer.

KFYR-TV Readies for 100 Kw

FULL POWER operation of 100 kw from its newly-completed 704 ft. antenna was scheduled last week by KFYR-TV Bismarck, N. D., according to F. E. Fitzsimonds, executive vice president of licensee Meyer Broadcasting Co., who said the change to full power is well underway. KFYR-TV planned to make the conversion in time for telecasting of the World Series. Series' games are kinescoped in Fargo and flown to Bismarck nightly for presentation at 10:30 p.m. the same day on the ch. 5 station.

Seeding Agency Row

THERE was a "farmer" in a tractor who was weaving in and out of traffic on Madison Ave. The man behind the wheel of the brand-new Allis-Chalmers tractor was Phil Alampi, farm director of WNBC-WNBT (TV) New York, who decided to begin his fall planting by "seeding" advertising agency row on Madison Ave. A station spokesman said that several agency officials greeted Mr. Alampi heartily, after which he guided the tractor back to his "home barn" at WNBC-WNBT.

Sing a song of silos... a pocketfull of sales!

A few months ago the Marietta Concrete Corporation of Marietta, Ohio — world's largest builder of pre-cast concrete-stave silos — opened a branch plant in Nashville to serve the burgeoning Southern farm market.

To get the Marietta message across to the farmers of the Central South, Marietta's agency in Nashville — Noble-Dury and Associates, Inc. — bought an early morning 15-minute time segment three days a week, dubbed it the Marietta Farm Journal, and featured market and weather reports, country music, and facts about Marietta silos presented by John McDonald, WSM's Farm Director.

Within a few weeks, eight separate crews of silo builders were hard at work in the area. Seven silo sales resulted directly and immediately from one week's inquiries drawn by the program. "This one week's sales would have made our entire investment in WSM programming worthwhile," says Marietta's advertising manager Jack Anthony. To which Marietta's president, F. L. Christy adds: "We consider this advertising on WSM the most successful radio advertising in our experience." (Marietta has been going strong since 1916.)

So to successful sales of siding, sideboards, silks, silver, and scores of other items *including* kitchen sinks, we proudly add silos. Whatever the product, WSM offers proof of selling power. For further details contact WSM's Tom Harrison or any Petry Man.

MARIETTA
WSM
WSM
STAN

WSM *Nashville*

Clear Channel • *50,000 Watts*

FORMAL OPENING Sept. 17 of the new studios and offices of WBRC-TV Birmingham, Ala., atop Red Mountain followed a week-long series of events that marked the occasion. The ch. 6 station is licensed to Birmingham Broadcasting Co. which is owned by Storer Broadcasting Co. Among the Storer officials who took part in the celebration are (l to r): Ewald Kockritz, WGBS Miami; William E. Rine, SBC northern district vice president; George B. Storer Jr., SBC vice president; J. Robert Kerns, WBRC-TV managing director; Lee B. Wailes, SBC executive vice president, and Stanton P. Kettler, SBC southern district vice president.

LBS LAWSUIT PENDS AGAINST PRO LOOP

THREAT of a $2.1 million lawsuit against the National Football League by trustees of bankrupt Liberty Broadcasting System was still pending Friday, after attorneys for defunct LBS announced they plan to file papers in Philadelphia District Court earlier last week.

Two Dallas, Tex., attorneys told NFL Commissioner Bert Bell last Monday that they intended to file an anti-trust suit against the League and nine of its football clubs. They said, according to Mr. Bell, that they were offering him a chance to make a settlement out of court. Mr. Bell said he told the two Texans that he would not settle anything.

The contemplated suit charges that NFL "has illegally adopted and maintained, throughout the U. S. A., a system of authorizing the broadcasting of professional fooball games in such a manner as to restrain trade unlawfully in broadcasting and to maintain a monopoly of the broadcasting" in the home territories of NFL clubs. The suit had not been filed as of Friday.

Texas attorneys said they represented LBS trustee William J. Rochelle Jr. and creditors who, they claimed, are owed $900,000. LBS went bankrupt in 1952 after its proposed arrangements to broadcast big league baseball and football failed to materialize.

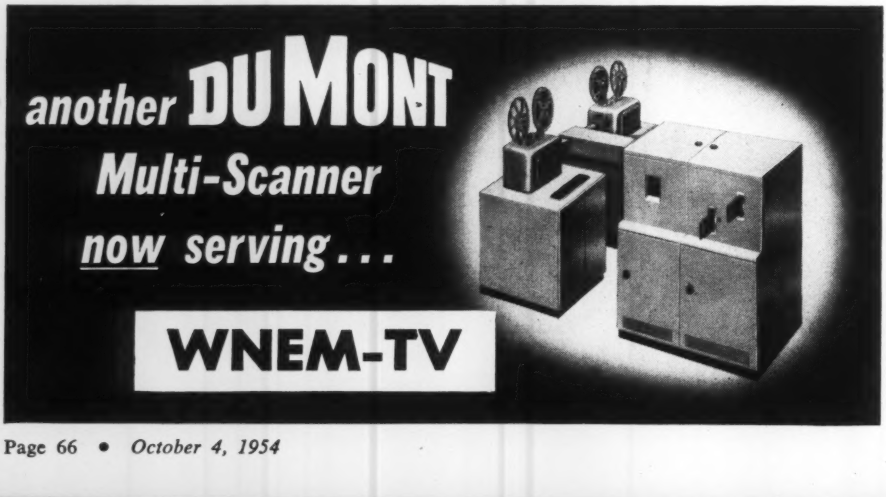
Last year, a Federal district judge in Philadelphia ruled that NFL could not restrict radio broadcasts of league games, but held that the League could "black out" telecasts of league games which competed with home games.

Another LBS suit—seeking $12 million in damages from 13 major league baseball clubs, the presidents of the two leagues (American League President William Harridge and National League President Warren Giles), baseball Comr. Ford Frick and Western Union—is still pending.

A pre-trial session has been set for Nov. 15 in the U. S. District Court (Northern District of Illinois), it was learned Thursday. Actual trial date on the much-postponed suit is Jan. 3, 1955, before Judge Julius Hoffman. Purpose of the pre-trial meeting is to narrow down the issues involved in Liberty's suit, which charges conspiracy by the aforementioned parties. All major league teams are involved except the Cincinnati Redlegs, Brooklyn Dodgers and Chicago White Sox.

KHOL-TV Boosts to 288 Kw

KHOL-TV Holdrege (Kearney), Neb., operating on ch. 13, went to its authorized maximum 288 kw Sept. 15. It previously operated with 56.05 kw. KHOL-TV is affiliated with ABC, CBS, NBC and DuMont tv networks and represented by Meeker Tv Inc.



Broadcasters, Unions Join Forces for Chicago Fund

BROADCASTERS, representatives of five unions and a variety of talent collaborated in a radio-tv program yesterday (Sunday), for an on-the-air promotion of this year's Community Fund drive in Chicago with a single project.

All Chicago tv stations were planning to telecast the special event, with talent recruited from New York, Hollywood and Chicago. Several radio outlets also are expected to broadcast the show, originating in Chicago's Civic Theatre.

The radio-tv drive was coordinated by Leo Burnett Co., with representation from artists, musicians, radio-tv personalities, management and labor, theatres and night clubs, and top broadcasting executives. Among participating unions were the Chicago local of the American Federation of Labor, American Federation of Television and Radio Artists, International Alliance of Theatrical Stage Employes, National Assn. of Broadcast Employes and Technicians, and the Radio-Television Directors Guild.

KMA Straw Vote

THE POPULAR "straw vote" which attracted national attention in the 1936 and 1940 elections is being revived this year by KMA Shenandoah, Iowa, according to Edward May, president of May Broadcasting Co. Earlier "straw" balloting was conducted by Mr. May's father, the late Earl E. May. A polling station was set up by the station at Shenandoah's fall celebration, "Bar-B-Que Days," which featured parades, political speeches, sports events and dances. Congressional and gubernatorial races in Iowa and the farm parity question were polled.

REPRESENTATIVE PEOPLE

Tom Miller, formerly with Harrington, Righter & Parsons Inc., N. Y., to CBS Television Spot Sales, Chicago office, as account executive; **Robert Gallagher,** formerly with editorial staff, *Radio-Television Daily,* N. Y., to sales promotion dept. of company, same city.

Dick Colburn, Bolling Co., Chicago, to Blair-Tv Inc., same city, as account executive.

Jim Eshleman Jr., account executive, Paul H. Raymer Co., N. Y., to tv sales staff, Edward Petry & Co., same city, as national tv sales representative.

Robert Brockman, formerly with George W. Clark Inc., Chicago (now merged with Walker Representation Co., N. Y.), to Bolling Co., Chicago.

REPRESENTATIVE APPOINTMENTS

WCOP-AM-FM Boston appoints Weed & Co., N. Y.

KTLV (TV) Tyler, Tex., expected to begin operations early this month, appoints John E. Pearson Tv Inc., N. Y.

WHAV Haverhill, Mass., appoints Nona Kirby Co., Boston, as regional representative.

This advertisement is the eighth of a series

How and why aerial refueling was developed

During the years following World War I, small amounts of fuel were transferred in mid-air from one airplane to another, usually by lowering containers on a rope. The stunt was used mostly in connection with endurance record flights.

It was not until the days following World War II, however, that a serious interest in aerial refueling developed. Strategic air power at that time emerged as America's most effective big stick in holding off potential aggression. But this air arm was made up of bombers designed to reach short-range Axis targets. The need, obviously, was range enough to strike sources of war power behind more distant frontiers.

The immediate answer was aerial refueling, and late in 1947 the Air Force assigned Boeing the task of developing equipment and techniques for refueling at a high rate of flow.

By Spring, 1948, Air Force and Boeing men had made an aerial fuel transfer from one B-29 Superfort to another. Then, employing a British-pioneered hose-type apparatus, Boeing began modifying a number of wartime B-29s into a new type of airplane—the flying tanker. These tankers lengthened the reach of American bombers.

Boeing's Flying Boom

Meantime, Air Materiel Command asked Boeing to carry refueling development further and to produce a system which would permit better and safer contact and faster fuel flow. The result was the Boeing Flying Boom system (a controllable pipe line extending from tanker to receiver), which Strategic Air Command ordered incorporated into a new series of modified B-29s.

Boeing next developed the KC-97, which, equipped with the Flying Boom and tanks big enough to carry great loads of fuel, became the standard SAC tanker. More than 500 are now in service. With this specially designed tanker, aerial refueling at flow rates up to 600 gallons a minute has become a day and night routine. In a single year's operations, SAC tankers made more than 16,000 aerial refueling contacts.

The KC-97 is also quickly convertible into a cargo or troop transport. And in this dual capacity it enables jet fighters and bombers to make routine, mass intercontinental flights, and also carries along the supplies and personnel needed to make combat wings self-sufficient for a period of time, even at distant overseas bases. The Boeing tanker thus became a new type of aircraft—the tanker-transport.

Military aviation since the war has turned to jet power for the performance demanded by modern combat requirements. Virtually all fighters are now jet propelled, and SAC is replacing propeller-driven bombers with Boeing B-47 six-jet medium bombers. In addition, the Air Force has ordered the eight-jet Boeing B-52 heavy bomber into expanded production.

Jet power for tankers

This dominance of jet power in military aviation—together with Boeing engineers' enthusiasm for the advantages of jet power as proved out in the B-47 and B-52—led naturally to consideration of a tanker that could match the performance of the jet craft it served. Boeing began investing substantial sums in a jet tanker-transport which would bring this vitally important category of aircraft into line with the performance advances made in both the fighter and bomber fields since the end of World War II.

While the prototype was being built, Boeing engineers, again working with the Air Force, carried out the world's first jet-to-jet refueling contacts to prove the feasibility of refueling at the maximum speeds and altitudes natural to jets. In these operations, a Boeing B-47, fitted out as an experimental tanker, refueled first a jet fighter, and then another B-47.

The Boeing jet tanker-transport prototype is now undergoing flight tests at Seattle. It can be equipped with either Flying Boom or hose-and-drogue refueling equipment. The aircraft itself incorporates many ideas and suggestions from all branches of the Air Force.

Although the Boeing jet tanker-transport is an entirely new type of aircraft, it has behind it Boeing's years of experience with large, multi-jet aircraft—the B-47 and B-52. It also benefits from the cumulative experience gained by Boeing in designing and building more than 500 KC-97s, the standard tanker of SAC.

BOEING AIRPLANE COMPANY

SEATTLE, WASHINGTON; WICHITA, KANSAS

Salesman's Salesman

THE OLD adage about the need for a salesman to be sold on what he is selling has been brought home to Tom Wallace, owner-manager of KTKT-AM-FM Tucson, Ariz. Transcribing a spot announcement for the Jay E. Fuller Construction Co., Tucson building firm, Mr. Wallace described the qualities of a custom-built home in the Catalina foothills and invited the public to see it at a Sunday "Open House." Mr. and Mrs. Wallace decided the invitation sounded pretty good and drove to the foothills "just to look it over." That custom-built home now belongs to the Wallaces.

WINS Sales at All-Time Peak

ALL existing sales records at WINS New York were broken by the station during September, according to Jacques Biraben, station sales manager.

Mr. Biraben announced that a number of advertisers including Max Factor of Hollywood, Gulf Oil and Seabrook Farms have signed for participating sponsorships on the station's morning *Bob & Ray Show*. In addition to these new advertisers Super Suds has renewed its *Bob & Ray* campaign. Virginia Dare has scheduled a spot campaign on WINS.

Revenue at the station for the record-breaking month was 30% over the previous sales high. Station reports that not only its sales picture has changed but over-all ratings have increased due to recent program innovations.

WPIX (TV) Fall Billings Exceed $1 Million Mark

WPIX (TV) New York enters its seventh fall-and-winter season with advance time sales of more than $1 million, Fred M. Thrower, vice president and general manager of the station, has announced.

Mr. Thrower observed that gross sales during July and August for the autumn season were "well over the million dollar mark," adding that this marked the first time the station had achieved such a sales figure by the fall.

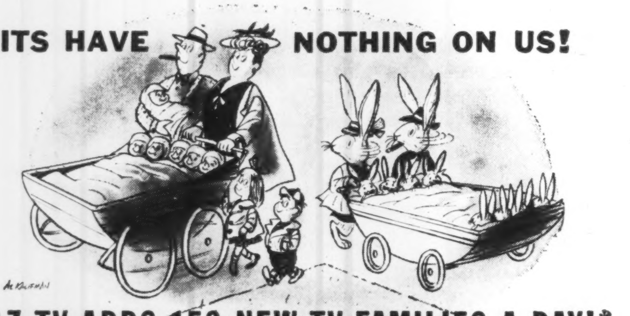
WMAZ-TV Boosts to 250 Kw

COINCIDENTAL with its first anniversary, Sept. 27, ch. 13 WMAZ-TV Macon, Ga., will go to full 250 kw power, according to Wilton Cobb, general manager. The station, which is on the air from 6:30 a.m. until midnight, has added a Standard Electronics 25 kw amplifier to its 5 kw DuMont transmitter and 12-bay RCA antenna. WMAZ-TV is affiliated with ABC, CBS and DuMont.

WWTV (TV) Builds Own Relay

A PRIVATE relay system under construction by WWTV (TV) Cadillac, Mich., CBS-TV affiliate, will be ready to bring network and regional sports programs to its viewers in a few weeks, the station has announced. The microwave chain has three links, at Belding, Lakeview and Emerald. The Belding station is equipped to take programs off the air from WKZO-TV Kalamazoo, another CBS-TV affiliate.

RABBITS HAVE NOTHING ON US!



WMAZ-TV ADDS 153 NEW TV FAMILIES A DAY!*

Talk about audience multiplication . . . this is it! It's only natural, though, when you consider these facts:

The rich Middle Georgia market surrounding Macon was never successfully tapped by TV — before WMAZ-TV. Because Macon is 93 miles from the closest city of comparable large size . . . Atlanta.

Today, only WMAZ-TV adequately serves the well-balanced industrial and agricultural Macon market for you!

Write for free brochure on Macon Market and WMAZ-TV specifications, rates, etc.

WMAZ-tv
MACON, GEORGIA • CHANNEL 13
CBS, DUMONT & ABC NETWORKS

...153 NEW CUSTOMER-FAMILIES A DAY!

*Average daily growth of TV homes in coverage area.

Only 10 of the 47 counties now blanketed by WMAZ-TV received "good" service from any other station. Significantly, the remaining 37 counties in WMAZ-TV's 47-county area represent . . .

. . . 80% of this area's population!

. . . 81% of retail sales!

NOW—ON WMAZ-TV's FIRST ANNIVERSARY*
FULL POWER — 316 kw ERP
NETWORK COLOR PROGRAMMING
WMAZ-TV dominates the Macon Area TV audience . . . Morning, Afternoon and Night. (Pulse)
*September 27th.

Ask your AVERY-KNODEL *man*

Radio Eases Housework

". . . LAUGHTER helps push the broom and make the beds when WGBS sends comedy my way. . . ." wrote a Miami mother and housewife as part of her letter entry in the Vacation Contest conducted by WGBS there. Laughter also may help drive the 1954 Ford Skyliner she won as top prize. The month-long contest was promoted exclusively by WGBS, with contestants asked to write letters or poems telling why they enjoyed listening to the station. Twenty-five finalists were chosen by the station and five independent judges indicated their preferences on a 1-25 basis. Votes were scaled conversely, 25 for first preference, and so on down. WGBS reports that the successful promotion drew "thousands" of entries and that two other stations in the same area have started similar contests.

STATION SHORTS

WBEX Chillicothe, Ohio, is constructing new building at transmitter site and will soon move to new studios on Carlisle Hill in that city, according to station.

KXOK St. Louis, announce they will carry basketball schedule of St. Louis U. with Anheuser-Busch Inc., same city, as sponsor.

WJBF Augusta, Ga., will change its call letters to WBIA, effective Oct. 10.

KVAR (TV) Phoenix, Ariz. (formerly KTYL-TV), now under ownership of KTAR Broadcasting Co., announces change of address to 1101 No. Central; telephones: Alpine 4-4161 (office) and Woodland 4-4541 (studio).

KDVO-TV Corpus Christi, Tex., which began commercial programming last June 20, has under contract 50 commercial quarter-hour shows, one half-hour show and one hour show, of which 41 are sold locally and three at state level.

STATION PEOPLE

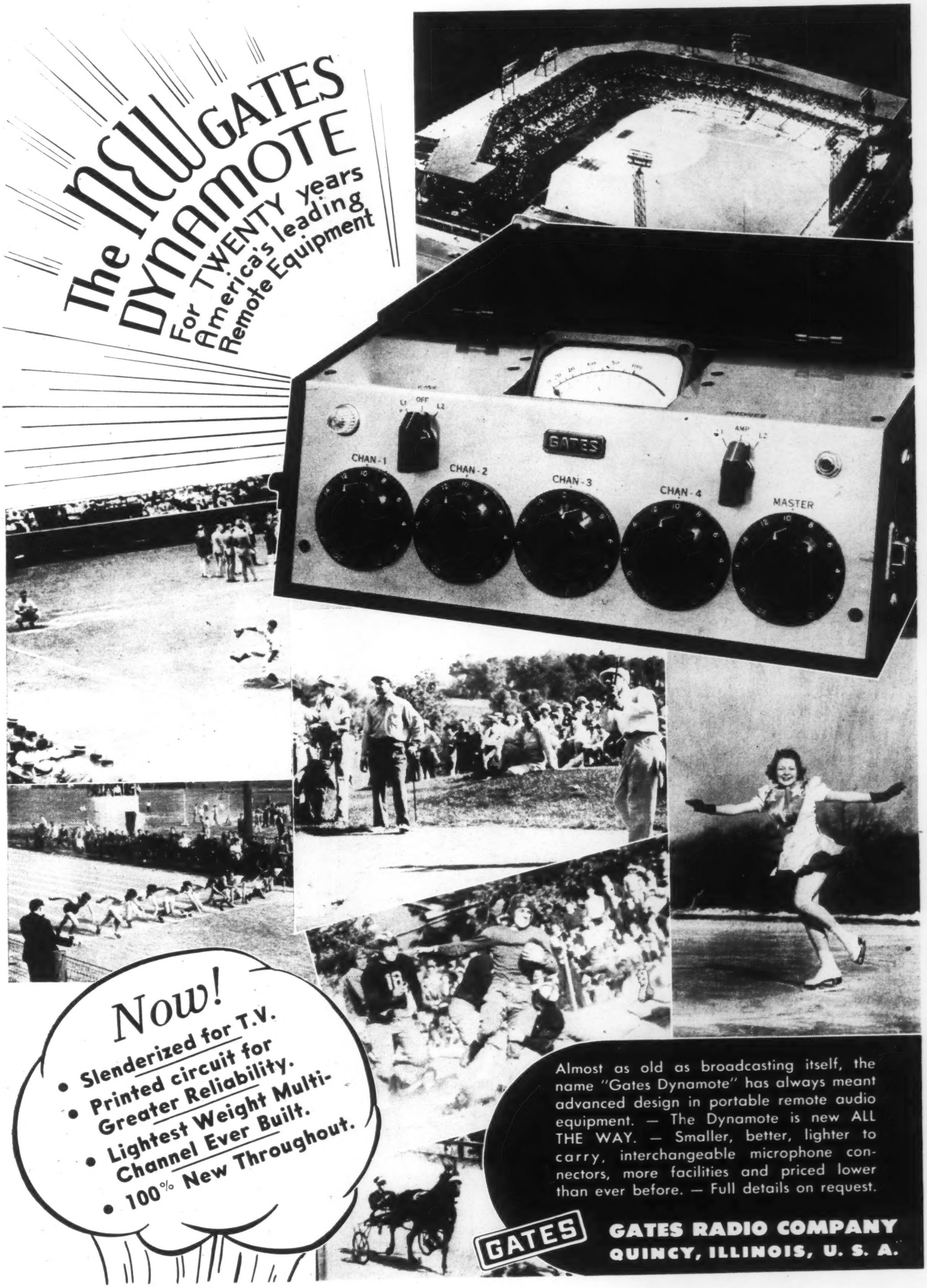
MR. WEIL

Eugene P. Weil, sales manager, WBCO Bessemer, Ala., promoted to manager; **William L. Steadman,** formerly manager, WJBY Gadsden, Ala., and **Louis Phillips,** formerly account executive, KTUC Tucson, Ariz., to WBCO as account executives; **Andrew Dawkins,** recently released from U. S. Army, returns to station as disc m.c.

Richard A. Dunlea Jr., assistant manager, WMFD-AM-FM Wilmington, N. C., appointed general manager, WMFD-TV; **Gene Warren** appointed promotion and publicity director, WMFD-TV; **Clint Long,** chief announcer, WMFD-AM-FM, appointed program director, WMFD-TV; **Al Compton,** announcer, WMFD-AM-FM, appointed program director, WMFD-AM-FM, and announcer, WMFD-TV; **Bob Caudle, Clay McBride, Johnny Thomas, Bob**

The NEW GATES DYNAMOTE

For TWENTY years America's leading Remote Equipment



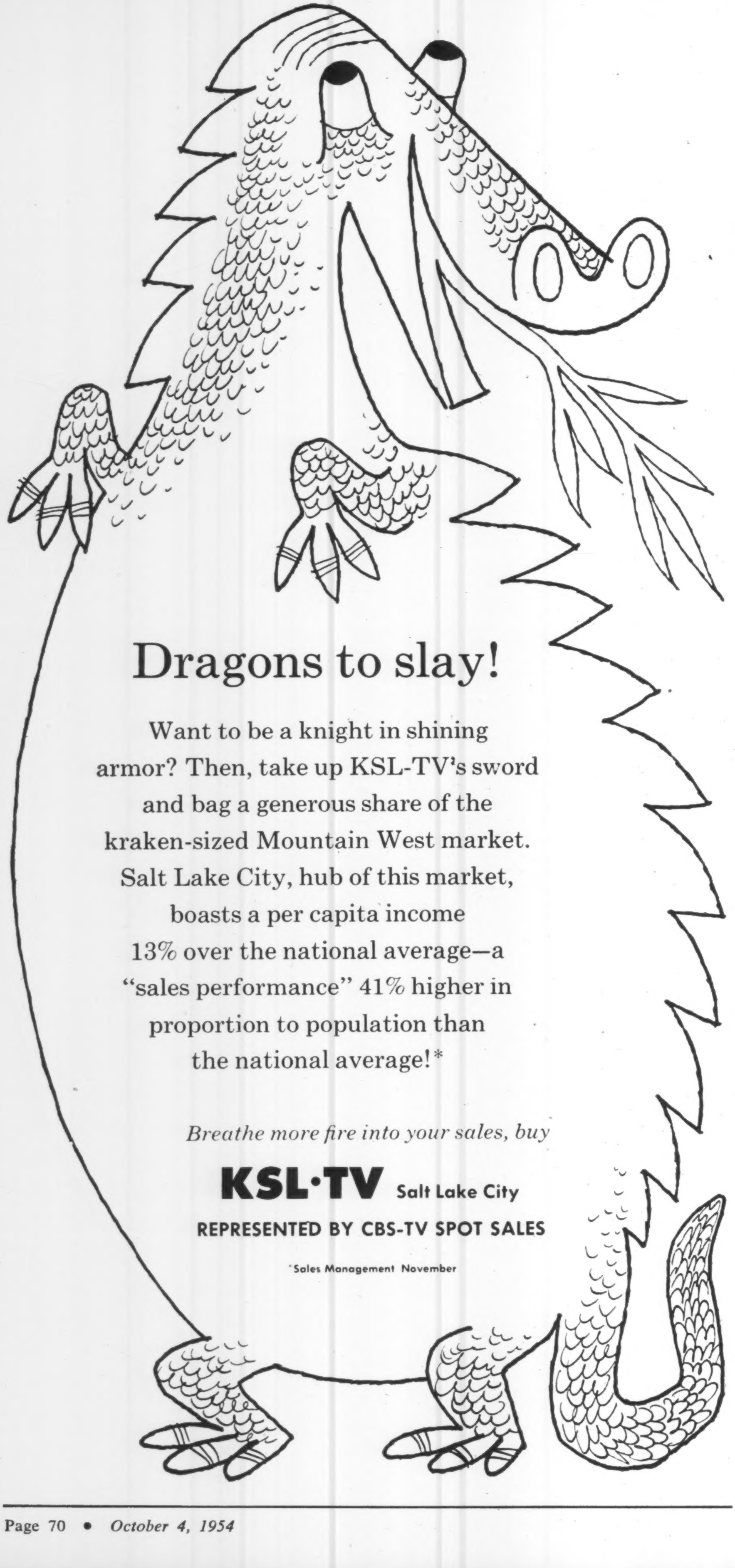
Now!

- Slenderized for T.V.
- Printed circuit for Greater Reliability.
- Lightest Weight Multi-Channel Ever Built.
- 100% New Throughout.

Almost as old as broadcasting itself, the name "Gates Dynamote" has always meant advanced design in portable remote audio equipment. — The Dynamote is new ALL THE WAY. — Smaller, better, lighter to carry, interchangeable microphone connectors, more facilities and priced lower than ever before. — Full details on request.

GATES

GATES RADIO COMPANY
QUINCY, ILLINOIS, U. S. A.

Dragons to slay!

Want to be a knight in shining armor? Then, take up KSL-TV's sword and bag a generous share of the kraken-sized Mountain West market. Salt Lake City, hub of this market, boasts a per capita income 13% over the national average—a "sales performance" 41% higher in proportion to population than the national average!*

Breathe more fire into your sales, buy

KSL·TV Salt Lake City

REPRESENTED BY CBS-TV SPOT SALES

*Sales Management November

West, Don Foreman and **Wayne Jackson** to announcing staff, WMFD-TV.

Claude Ratliff, assistant program director, KOMU-TV Columbia, Mo., promoted to station manager.

MR. RATLIFF

Bernard C. Barth, general program manager, WLW Cincinnati, appointed general manager and vice president, commercial uhf tv station (call letters to be assigned) to be operated by Notre Dame U., South Bend, Ind.

Herbert E. Nelson, general manager, KOKX Keokuk, Iowa, to WASK-WFAM-TV Lafayette, Ind., as manager.

James Buchan, program director, KWAD Wadena, Minn., appointed manager; **Charles Boone** to KWAD as advertising manager; **Roxanne Michaels,** traffic and women's director, WCOW St. Paul, to station as program director.

Harry LeBrun, assistant general manager, WCPO-TV Cincinnati, to WLWT (TV) there as assistant manager; **Rudy Hansen,** vocalist-guitarist, to WLW-WLWT (TV).

Peter K. Dickens, program manager, CHLO St. Thomas, Ont., appointed assistant manager; **F. Robert Staton** appointed program director; **Glenn Bricklin,** production manager, appointed promotion manager; **Lou Tomasi,** formerly with CHML Hamilton, to CHLO as chief announcer.

MR. LEBRUN

Lew Wagner to WBEX Chillicothe, Ohio, as sales manager; **Jim Egbert,** formerly with WBIL Beeville, Tex., to WBEX as chief engineer; **Mickey Davies** to station as sports director; **Dick Wells** becomes salesman-announcer; **Ken Cardew** to station as announcer.

Ed Boghosian, sales dept., WJAR-TV Providence, R. I., appointed sales manager.

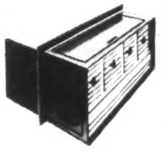
William Rambo appointed acting sales manager, KOVR (TV) Stockton, Calif.

William W. Morgan, announcer, WHO Des Moines, to KIOA there as account executive.

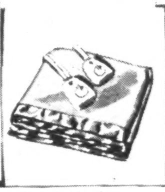
Don Briesem, Burke Co., Seattle, **Gordon Jacobs,** KSTN Stockton, Calif., and **Herb Juell,** producer, *Central California Sportsmen's Club,*

That Home Away . . .

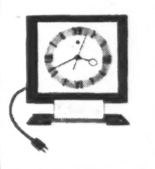
WFBC-TV Greenville, S. C., believes in all the comforts of home for its mobile unit. Sleeping quarters and a kitchenette complete with stove and refrigerator were included in the mobile unit's design so that it doubles as a "station on wheels" and as a "home away from home" for crews on special assignments. WFBC-TV (ch. 4) is represented nationally by Weed Television, New York.



☐ air conditioner



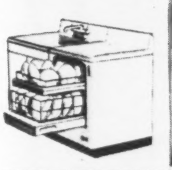
☐ blanket



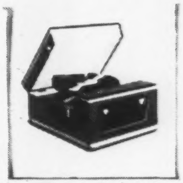
☐ clock

☐ clothes washer

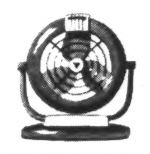
☐ coffee maker



☐ dish washer

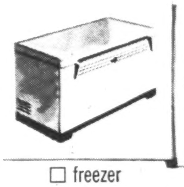


☐ record player

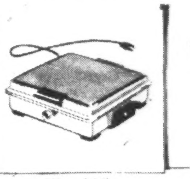


☐ fan

☐ food mixer

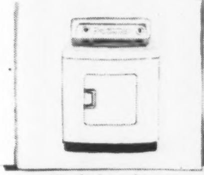


☐ freezer



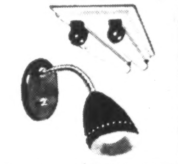
☐ griddle

☐ hair dryer

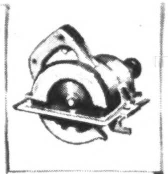


☐ clothes dryer

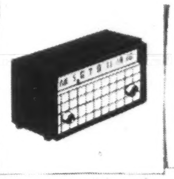
☐ iron



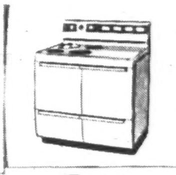
☐ lighting



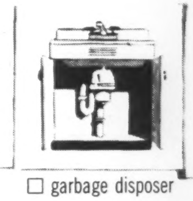
☐ power tools



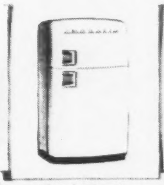
☐ radio



☐ range

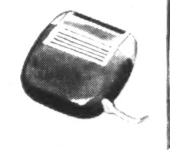


☐ garbage disposer

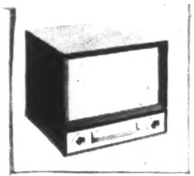


☐ refrigerator

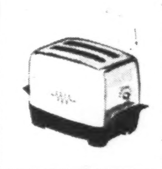
☐ sewing machine



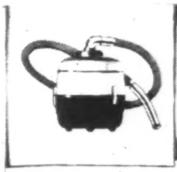
☐ shaver



☐ television



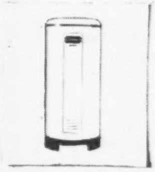
☐ toaster



☐ vacuum cleaner

☐ heating pad

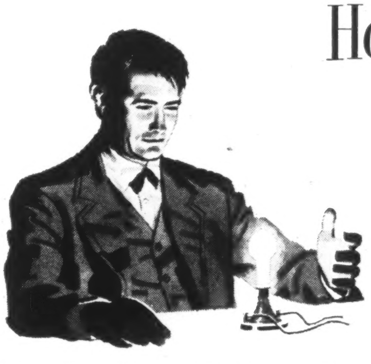
☐ health lamp



☐ water heater

Check how many of these electric appliances you have.

How far ahead of Edison are you?



Young Tom Edison and his history-making light bulb, 1879. To bring it into use he had to invent a whole system for distributing electricity.

Just 75 years ago, Thomas A. Edison created the first practical electric light bulb.

It was a feeble thing and a luxury, at first. Who could have guessed then how many ways *you'd* be using electricity today—to save time and effort, to make living more pleasant.

You're putting more new electrical "servants" to work year after year. That means you're going to need still more electricity.

The nation's electric light and power companies are building for that additional electric power you'll want. By 1965, consumers will be using twice as much as they do today.

No matter how far ahead of Edison *you* are—today or tomorrow—you'll have all the low-price electricity you want. America's electric light and power companies will continue to provide plenty for home, farm and industry. That's why there's no need for the federal government to increase the public debt by building more unnecessary power projects.

Names of the Electric Light and Power Companies publishing this advertisement available on request from this magazine.

* * *

Save Sunday Night, October 24

for a television treat—a *four-network*, two-hour LIGHT'S DIAMOND JUBILEE program, presented by the nation's electric industry. Produced by David O. Selznick, it will be the biggest TV show of '54! The date—October 24. The time—9 to 11 P. M. (E.S.T.) on your favorite CBS, ABC, NBC or Dumont station. And don't forget your regular electric companies' show, "You Are There"—CBS television.

KTVU (TV) Stockton, appointed account executives, KTVU; **Dave Hume** appointed program director, KTVU; **Jack Butler** appointed floor manager and mike-boom operator.

Everett Tracy Bemont, formerly account executive, WIST Charlotte, N. C., to WGIV there in similar capacity.

Bernadine Scarsone, local news editor, Syracuse U. News Bureau, to WHEN there as assistant promotion manager.

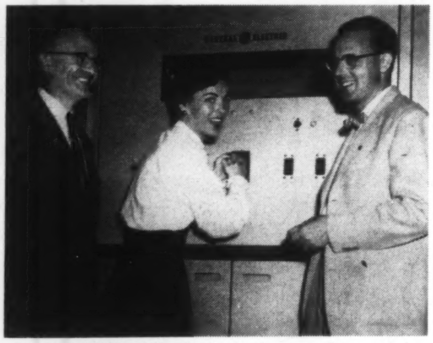
Gerald Cohen, formerly account executive, Julian Brightman Co. (adv.), Boston, to KABC-TV Hollywood as assistant promotion manager.

David K. Harris, vice president in charge of production, WNHC-TV New Haven, Conn., resigns to become independent film producer, remaining station stockholder and board of directors member; **Kenneth Wynne** succeeds Mr. Harris as production manager.

Gene Loffler, sales representative, KSO Des Moines, appointed program director.

Bob Fransen, program and production manager, WEEK-TV Peoria, Ill., to KEYD-AM-TV Minneapolis-St. Paul (target date: Jan. 1, 1955), as operations and program director.

Elden Anspach, formerly program director, WREX-TV Rockford, Ill., to WTVW (TV) Milwaukee in same capacity; **Carl Zimmerman,** formerly with WEMP Milwaukee, to WTVW as film director; **William J. Blair,** formerly art director, WREX-TV, to WTVW in same capacity.



TV ACTRESS Ella Raines throws the switch to increase power at KTNT-TV Tacoma, Wash., to its maximum 316 kw on ch. 11. Miss Raines, star of the syndicated *Janet Dean, Registered Nurse* film series, visited the CBS-DuMont affiliate while on a western tour to promote the program and its sponsor, Bromo-Seltzer. Len Higgins (l), station manager, and Max Bice, engineering director, supervised the ceremonies.

John Renshaw, formerly program and production manager, KRBC-TV Abilene, Tex., to KSLA (TV) Shreveport, La., as production manager.

William Day, promotion manager, KLZ-AM-TV Denver, appointed publicity director; **Harold W. Storm** succeeds Mr. Day.

Harold Robator, WTXL Springfield, Mass., to WPTR Albany, N. Y., as news director.

Tom Lathen to KCOW Alliance, Neb., as news editor.

Stan Vestal, announcer-engineer, KNGS Hanford, Calif., appointed chief engineer.

Paul Rader, film producer, Educational Television & Radio Center, Ann Arbor, Mich., to educational WGBH-TV Boston as tv and film coordinator.

Robert A. Wilson, formerly sports director, KHMO Hannibal, Mo., to KTIV (TV) Sioux City, Iowa, in same capacity.

Joel Chaseman, public service and publicity director and sportscaster, WAAM (TV) Baltimore, additionally appointed sports director.

George W. Goodman, conductor, WKNB New Britain, Conn., to WLIB New York as community news and special events director, succeeding **G. James Fleming,** who moves to faculty, Morgan State College, Baltimore.

Claude Fraul, formerly with WINN Louisville, Ky., to WKYW there as music director.

Jim Todd, associate farm editor, KFI Los Angeles, appointed agricultural director.

Chef Milani, cooking show host, KMPC Hollywood, appointed home economics director.

John Scudder Boyd Jr., associated director, DuMont Tv *Captain Video,* to DuMont's WTTG (TV) Washington as producer-director, *Morgan Beatty and the News.*

Eleanor Donohue, assistant to promotion director, WTVI (TV) St. Louis, promoted to producer-director.

R. Main Morris, assistant station manager, KLZ Denver, and **Hal Taft,** announcer-producer, KBTV (TV) there, to sales staff, KBTV.

Clyde Davis, KNOR Norman, Okla., and **Dick Evans,** KLRA Little Rock, Ark., to KOMA-KWTV (TV) Oklahoma City, as newsmen; **Eddie Coontz,** disc m.c., KOMA, adds duties in same capacity, KWTV.

Norm Gero, formerly program director, WCOG Greensboro, N. C., to announcing staff, WFMY-TV there.

Edgar G. Will Jr., radio coordinator, Hawaii U., to KGMB Honolulu as announcer; **Lei Becker,** singer-dancer, to *Sunrise* program, KGMB-TV.

John Kennedy, formerly with WJEL Springfield, Ohio, to WLWD (TV) Dayton, Ohio, as announcer; **Donald Andresen,** producer, WEEK-TV Peoria, Ill., to WLWD (TV).

Ed Grenne, formerly with WQUA Moline, Ill., and **Jules Getlin** to WAIT Chicago as announcers.

Lee Kerry, associate, Bill Burton Personal Management, Hollywood, to KTLA (TV) there as talent scout.

Bernice Spector, formerly with traffic-continuity dept., WCAU Philadelphia, to same dept., WPEN there.

Claire DeKoster, KICO Spencer, Iowa, to farm staff, WNAX Yankton, S. D.

Vince Hostetler, producer, formerly with KKTV (TV) Colorado Springs, Colo., returns to WBAP Fort Worth, Tex; **Doris Scott** to tv production staff, WBAP-TV; **Kay Baylor** to continuity dept., WBAP.

Bill Wells, formerly disc m.c., WBBM Chicago,

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

This is our 31st year of SOUND SELLING to Roanoke and Western Virginia

- **26 County Coverage with a WEEKLY audience of 118,560 families, — a DAILY audience of 92,070 families.**
- **All week long, day or night, WDBJ's share of tuned-in Roanoke audience averages 51 to 59%. Average tune-in: 7 a.m. to 8 p.m.—24.9%; 8 p.m. to 11 p.m.—19.4%**
- **About 25% of Virginia's Retail Sales are made in the WDBJ area.**
- **An affiliate of the CBS Radio Network for almost 25 years.**

May we recommend your product to our friends?

Sources—A. C. Nielsen Co. and Pulse of Roanoke

WDBJ

Established 1924 • CBS Since 1929
AM • 5000 WATTS • 960 KC
FM • 41,000 WATTS • 94.9 MC
ROANOKE, VA.

Owned and Operated by the TIMES WORLD CORPORATION

FREE & PETERS, INC., *National Representatives*

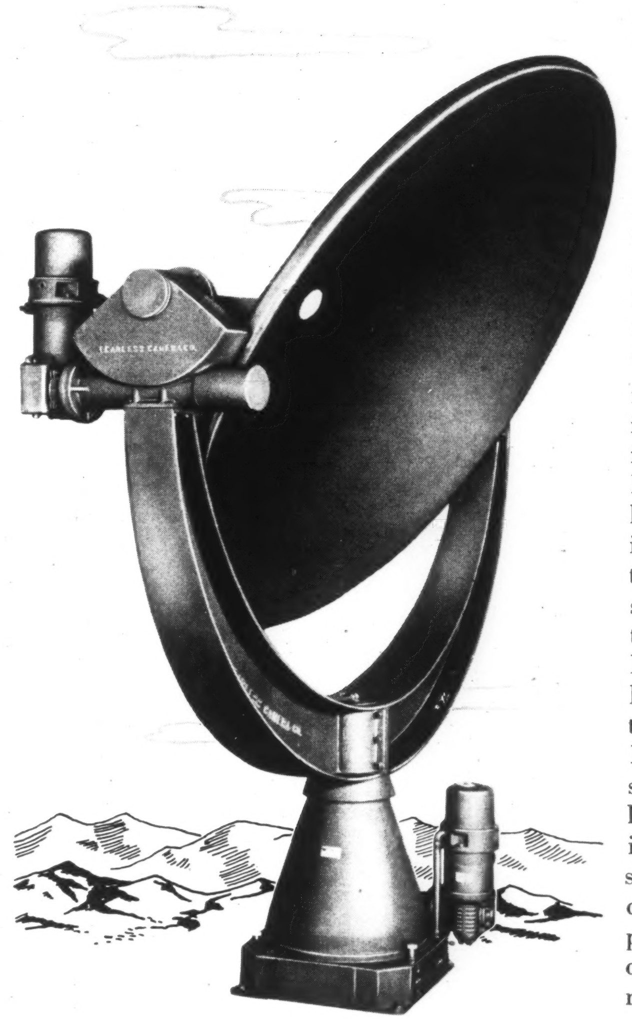
HIGH ATOP A TOWER OR A MOUNTAIN IN WIND, RAIN, SNOW AND ICE

. . . this new Houston-Fearless

MICROWAVE PARABOLA

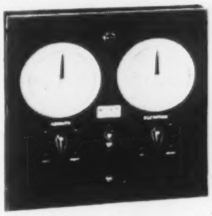
operates completely by

REMOTE CONTROL!



There's no need to climb an icy tower in zero weather, wind or rain to position this new Houston-Fearless Remote Control Microwave Parabola. It's all done from the remote control panel (shown below) right in the station.

This Houston-Fearless Parabola can be mounted anywhere within 1500 ft. (or more, if required) of the transmitter. It rotates 370° in azimuth and tilts 15° up and 30° down. Large dials on the remote control panel, calibrated in degrees, show the exact position. It is driven by 1/6 HP motors producing a torque of 10,500 inch pounds @ 1 RPM, sufficient to operate under severe icing conditions. Magnetic brakes prevent overide when Parabola is stopped at any exact position. Designed to operate in the open without protection, it will withstand a wind velocity of 120 mph. Motors and rotating shafts run on sealed, anti-friction bearings and require no lubrication during the life of the unit. Here is complete dependability and freedom from servicing where it really counts. Write for complete information, or contact your R.C.A. representative.



Write for information on specially-built equipment for your specific needs.

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"WORLD'S LARGEST MANUFACTURER OF MOTION PICTURE PROCESSING EQUIPMENT" returns to WQAM-AM-FM Miami as host-m.c.

Bob McLaughlin, disc m.c., KULA Honolulu, and president, Clubtime Productions Inc. (voicetrack syndication firm), Hollywood, to KFWB Hollywood as disc m.c.

Steve Marko, disc m.c., formerly with WINZ Miami, Fla., to WGMA Hollywood, Fla., in same capacity.

Kirby Brooks, disc m.c., to WINZ Miami, conducting own shows.

Holmes Daylie, disc m.c., signed by WGN Chicago for nightly record program.

Frank Freeman, columnist, *San Jose Mercury*, San Jose, Calif., to KSJO there for weekly afternoon program.

Carol Lawrence, singer-dancer, to WBBM-TV Chicago.

Henry Untermeyer, sales manager, WCBS New York, appointed chairman, Just One Break Committee, Advertising Men's Post 209, American Legion.

Walter B. Haase, general manager, WDRC-AM-FM Hartford, Conn., appointed publicity chairman, Greater Hartford 1954 Community Chest drive; **Charles Parker,** account executive, WDRC-AM-FM, appointed to Adult Education Council, Newington, Conn.

Glenn Marshall Jr., president, WMBR-AM-FM-TV Jacksonville, Fla., becomes Radio Pioneers Club member.

Benedict Gimbel Jr., president, WIP Philadelphia, presented life membership, Pennsylvania Chiefs of Police Assn.

Sig Sakowicz, columnist and commentator, WAIT Chicago, to be presented special membership Oct. 9, Polish Legion of American Veterans.

Ruth Welles, women's director, KYW Philadelphia, appointed judge, Little Miss Philadelphia contest finals.

Dr. John W. Taylor, executive director, WTTW (TV) Chicago, addresses Adult Education Council of Greater Chicago today (Mon.) on plans for permittee WTTW.

Paul Abbott, assistant program director, WSYR-TV Syracuse, N. Y., won first prize in novice class for rose entered in National Rose Society Convention competition there.

Walter Brown, account executive, KCOP (TV) Hollywood, father of girl, Margaret Allison, Sept. 21.

Donald Hine, program director, KNXT (TV) Hollywood, father of girl, Diane Carol, Sept. 20.

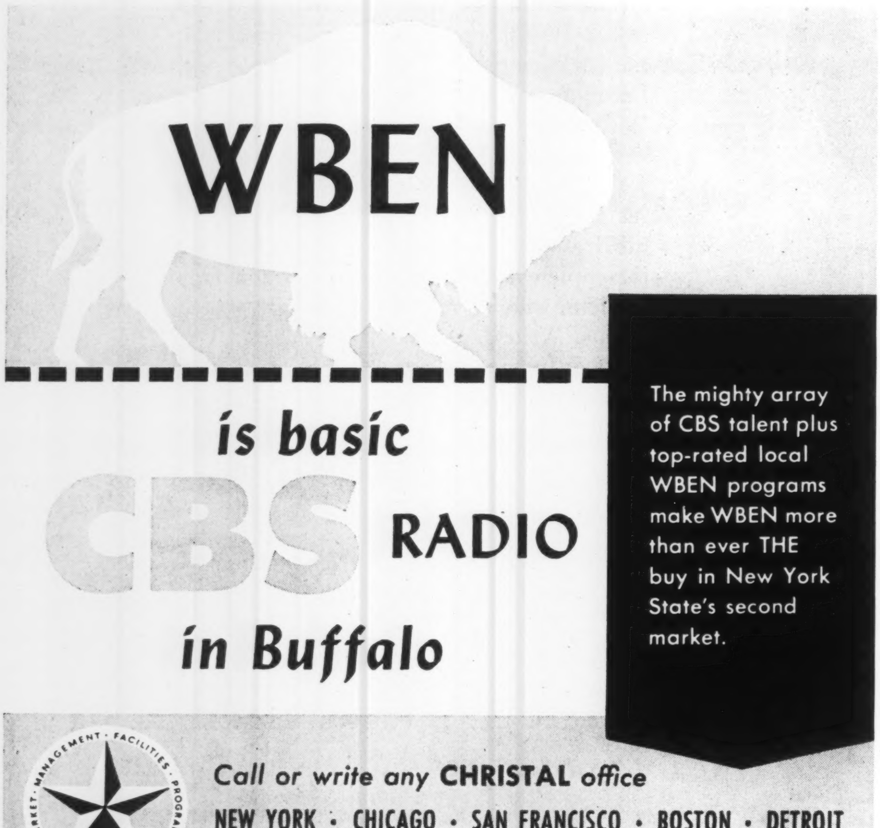
Don Rosenquest, operations director, KNXT (TV), father of boy, Nils Christopher, Sept. 18.

Dean Raymond, personality, WBAP-TV Fort Worth, Tex., father of twin daughters, Sept. 18; **Bob Peck,** commercial dept., father of boy, William Robert III, Sept. 18.

Pete Jenkins, sales representative, WOV New York, father of boy, Scott Van Pelt, Sept. 17.

Erskine Faush, acting program director, WBCO Bessemer, Ala., and Wiletha Davis, were married.

Martin Mannix, 51, promotion manager and news director, WIRY Plattsburg, N. Y., died Sept. 23.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The mighty array of CBS talent plus top-rated local WBEN programs make WBEN more than ever THE buy in New York State's second market.

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MARKET · MANAGEMENT · FACILITIES · PROGRAMMING · PUBLIC SERVICE

Talbot Says Foreign Package Market Open

Fremantle president adds one condition: Costs must be computed in paying ability terms.

AMERICAN tv film distributors and radio transcription companies would have "an excellent market" for their products overseas if their prices were more realistic and pegged to the economy in foreign lands.

This appraisal of overseas opportunities for U. S. radio and television companies was offered to B•T last week by Paul Talbot, president of Fremantle Overseas Radio and Television Inc., New York, following his return from a two-month business trip around the world, during which he visited Italy, France, Great Britain, Egypt, Australia, Singapore, Ceylon and India.

Mr. Talbot contended there is a ready-made market abroad for U S. firms, but they must realize that costs must be computed in terms of ability to pay. He also explained that American firms must create "a friendly climate" by providing employment for local personalities abroad and working in association with local companies, when possible.

Fremantle, Mr. Talbot continued, carries out this policy of international cooperation in Mexico City, London and Australia where U. S. filmed shows are presented, with local personalities supplying narration. As an example, Fremantle markets Spanish-language versions of *March of Time in South America* and *Superman* tv filmed shows in Latin America and Mexico. Similarly, in Australia, Mr. Talbot said, 14 Australian productions of U. S. radio shows are carried, including *Space Cadet, You Are There, Mystery of the Week* and *Fat Man.* In conjunction with Artransa PTY Ltd., Sydney, Fremantle produces 70 radio shows for local distribution.

This hand-in-hand cooperation, Mr. Talbot said, paves the way for acceptance of Fremantle shows that are produced solely in the U. S. and which contain no language barrier. In this category, he placed several hundred cartoons, musical programs and the Encyclopedia Britannica Films, which he said have proved "popular everywhere."

Mr. Talbot described Australia as being in "the golden age of radio," with about 109 stations broadcasting. He reported that television will begin in Australia in about 18 months and predicted it will be "a good market" for U. S. film companies because the people are "more oriented toward U. S. than any other country, including Great Britain." As a start, Mr. Talbot said, Australia will bring in tv films and produce local shows based on U. S. scripts. (Fremantle endeavors to produce local live programs patterned after U. S. scripts wherever possible, as an extension of its "international cooperation" policy, Mr. Talbot added.)

The advent of commercial television in Great Britain has produced "feverish excitement" throughout the country, Mr. Talbot reported. He voiced the belief that when commercial tv is launched there, a few "very good" U. S. films will be purchased. He noted that BBC purchases some of Fremantle's products "on a highly selective basis."

Mr. Talbot relayed information on the status of television in Western Germany, provided to him by Paul Gordon, Fremantle agent in

Europe in countries other than Great Britain and Italy. Western Germany, according to Mr. Talbot, has two tv stations on the air, in Berlin and Hamburg, and envisions some 16 stations in all within a few years. Stations currently operating are government-sponsored and are on the air for a total of 14 hours. Mr. Talbot reported the only U. S. films they will purchase are those with star names and provided with lip synchronization.

Mr. Talbot predicted radio and television will continue to grow abroad and can provide opportunities for American industry willing to follow the same "hand-in-hand" policy which Fremantle employs.

Columbia Records Becomes CBS Inc. Div.

COLUMBIA Records Inc. has been dissolved as a corporate entity and in the future its activities will be carried on by the same organization as a division of CBS Inc., it was announced last week by Dr. Frank Stanton, president of CBS Inc. This action took effect last Thursday.

Dr. Stanton said the purpose of the organizational change was to "permit greater integration of activities of Columbia Records with CBS Inc. and to simplify the overall corporate structure." He noted that the change will not affect personnel in any way.

The change in the status of Columbia Records completes the reorganization of the major individual units of CBS Inc. so that all now are divisions of the parent company, Dr. Stanton observed. The major division of CBS Inc. and their presidents are: CBS Radio, Adrian Murphy; CBS-TV, J. L. Van Volkenburg; Columbia Records, James B. Conkling; CBS-Columbia (radio and television sets), Seymour Mintz; CBS-Hytron (electronic tubes), Charles F. Stromeyer; CBS Labs (electronic research), Peter C. Goldmark, and CBS International (export sales), Lewis Gordon.

New Paper Record Developed by Gotham

GOTHAM RECORDING Corp., New York, has announced it has developed a new process for pressing records on laminated paper, which permits "truer fidelity, a longer life-span for the record and a lower cost per unit than any of its predecessors in the field."

Herbert Moss, Gotham president, said the record, which is called "Recocard," has been designed for users of color postal cards or similar mailing devices. He said that records may be pressed directly over color pictures or on both sides of a postal card without eliminating the photo, art work, or copy on either side of the mailing piece. Records are of the 78 rpm type.

Mr. Moss noted that more than 75,000 cards can be produced on order per day, thereby eliminating "previous costly waiting periods for delivery." He said the Recocard has been tested by Gotham recording engineers, who found that it will re-play over 150 times without any loss of fidelity.

AP Names Oliver Radio-Tv Ed.

WAYNE OLIVER, veteran radio-tv writer for Associated Press, is scheduled to succeed C. E. (Charlie) Butterfield as AP radio-tv editor when Mr. Butterfield retires in November [B•T, Sept. 27]. Mr. Oliver currently writes a weekly radio-and-television column, but also covers films, communications, air transport and other fields. As radio-tv editor he would concentrate on the broadcast media exclusively.

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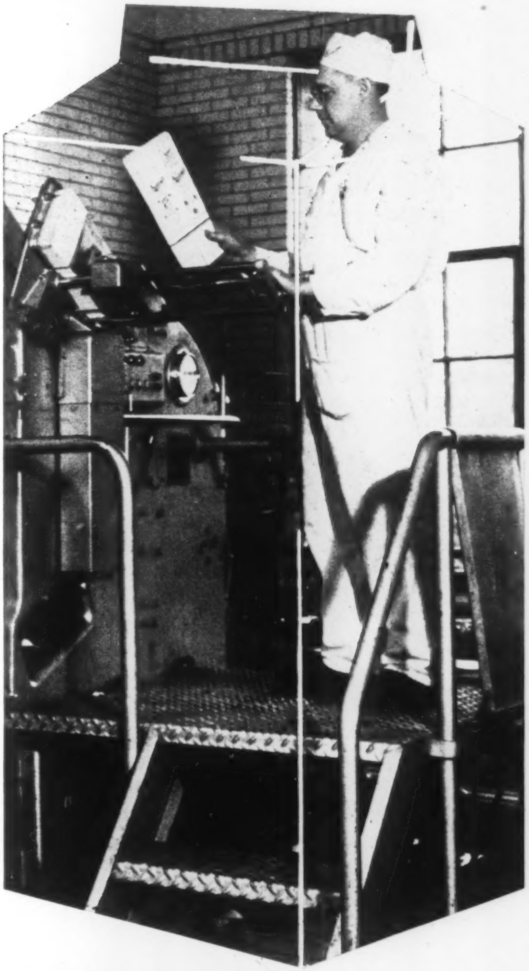

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6 Newscasts per week

PEORIA PRODUCERS DAIRY
4 Newscasts per week
10 Programs per week

DEL'S DAIRY PRODUCTS
450 Announcements per year

From milk to mink . . . from cheese to china—Peoria advertisers know that WMBD is FIRST in the Heart of Illinois, and that . . .

TO SELL THE HEART OF ILLINOIS, BUY WMBD

See Free & Peters

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FM
FIRST in the Heart of Illinois

PEORIA
CBS Radio Network
5000 Watts

Curling Assignment

FOR ONE of Ford Foundation's upcoming *Omnibus* shows the producers have turned to James A. (Rene) Clarke, vice chairman of the board of directors of Calkins & Holden, New York, to act as an advisor and consultant on the game of curling. Mr. Clarke is an outstanding curler and student of the game's history. The game is played on ice with participants delivering granite iron handle stones in much the same manner as bowlers deliver bowling balls.

Michelson Reports Record Sales to Four Stations

TOTAL of 1,656 half-hour mystery programs was sold in one day a fortnight ago by Charles Michelson Inc., New York, the radio-tv transcription firm reported. This represents the largest daily sales volume at the company. Shows are taken by KXOK St. Louis, WABC New York, KEX Portland, and KPHO Phoenix.

Each of the stations will carry the new "Hour of Mystery" series. This is a daily across-the-board schedule of several Michelson mysteries that are now open to spot and participation advertisers.

Tower Collapse Kills Two

COMMUNITY television tower, under construction in Greenville, Miss., by Delta Video Corp. collasped last week, killing two workmen.

Tower, which was to be 420-ft. above the ground, had risen to more than 200 ft. when the accident occurred.

Second system, Greenville Tv Cable Corp., owned by Jerrold Electronics Corp., Philadelphia, which had leased 385-ft. Army flood control tower near city, rushed in equipment, set up circus tent near reception point and fed signal to 15 tv receivers contributed by nine local dealers so Greenville public could see World Series. Jerrold crew reported adequate reception from tv stations in Pine Bluff and Little Rock, Ark.; Jackson, Miss.; Monroe, La., and Memphis, Tenn. More than 1000 people saw third game of Series Friday.

Delta system had been planning to begin operations in time for World Series. Greenville Tv Cable Corp. was still negotiating with local utilities to use poles to attach coaxial cables.

Schwimmer in N. Y., L. A.

OPENING of a sales office in New York and Los Angeles as part of general sales expansion has been announced by Walter Schwimmer, president of Walter Schwimmer Productions, Chicago radio-tv production firm. An eastern sales manager, to be appointed, will headquarter in New York, working with salesmen there, while two salesmen will cover an 11-state western territory out of Hollywood. Sales offices are to be located at 16 E. 41st St., New York, and 1606 Vista Del Mar, Los Angeles.

Intra-NCAA Dissension Grows on Tv Controls

POSSIBILITY of a bolt from the NCAA ranks by the Big Ten was voiced last Monday by Athletic Director Doug Mills, U. of Illinois, in San Francisco last week prior to the Stanford-Illinois game which was nationally televised on ABC-TV.

Mr. Mills termed the present tv football policy as "unfair" and expressed the belief that regional telecasting of intercollegiate games was the only workable solution.

Mr. Mills also pointed out that various state legislatures have been asked to put through bills compelling telecasting of games involving state universities and colleges.

Alfred R. Masters, Stanford athletic director, also was reported to disfavor the NCAA plan and to be in support of regional controls of televised games.

Kenneth (Tug) Wilson, a Big Ten commissioner, reiterated that his Western Conference isn't going "to give up the fight" against NCAA's controlled football tv plans and will continue to plump for regional controls. Speaking to the Quarterback Club in Chicago, he said:

"The Big Ten stand, as well as that of the Pacific Coast Conference, should be clear by now. We have been fighting side by side in NCAA circles for the regional plan, and we are going to continue to fight for such a policy."

"We think it's the best plan, and the type football fans in our section want to see. How successful we will be, I don't know, but we aren't going to give up the fight."

Mr. Wilson added that the Big Ten isn't warring against the National Professional Football League as charged by NPFL Comr. Bert Bell.

BOTV Says Quarter Million Can See C-C Tv Grid Game

FACILITIES for more than a quarter million persons to see the Notre Dame vs. Michigan State contest Oct. 16 are promised by Box Office Television, which will carry the game closed-circuit to theatres from coast-to-coast. BOTV said last week that the game will kick off the firm's coverage this year of top gridiron games. This is BOTV's second season presenting football. Last year's games were watched by "audiences of 150,000 who paid an admission of $1 to $2.40 at each session," according to BOTV, which is headed by a group of business executives and tv performers including Milton Mound, Walter Bergman, Sid Caesar and William Rosensohn. BOTV pointed out that the Oct. 16 midwest game will not compete against home tv because of time differential (Oregon vs. Southern California is the ABC-TV-NCAA home tv game that day).

'Boxoffice' Hits Motives Of Fee-Tv Advocates

ATTACK against subscription tv advocates who are using educational values only as a "smokescreen" to acquire new motion pictures for use on television is voiced in an editorial in the Sept. 25 *Boxoffice* Magazine, trade journal of the exhibitors and allied fields. The editorial further questions pay-see proponents who cite many suspended uhf stations as further reason for pay-see in the public interest.

Claiming pay-as-you-see tv would benefit the few with only small investments to the detriment of the many with heavy investments, the article hits politicians who are "shedding crocodile tears" over the "handful" of uhf stations while they would destroy "thousands" of motion pictures besides hurting "hundreds of thousands of big and small local merchants and the manufacturers whose products they sell."

The uhf stations (70 who have surrendered permits; 20 who have gone off the air), *Boxoffice* claims, represent investments of only "a few million dollars" against nearly "three billion dollars" tied up in theatre investments.

Boxoffice says the pay-see advocates claims are "just a smokescreen to make new motion pictures available for tv audiences to help save . . . that medium."

Thesaurus Signs Flanagan

RCA THESAURUS announced last week it has signed bandleader Ralph Flanagan to a recording contract and has renewed its pact with bandleader George Melachrino. Mr. Flanagan, who is represented in Thesaurus with his "Quickie Quiz" show, will expand to record additional "Quickie" tunes as well as conventional length selections. Thesaurus has in its catalogue the 15-minute, three-times-weekly show, "The Melachrino Musicale," and the renewal will bring to 150 the total number of selections that will be available through Thesaurus.

PROGRAM SERVICES PEOPLE

Bert Masterson, manager, New York-New England div., United Press, Boston, appointed manager, Central div., Chicago; **Dale Johns,** business manager, Chicago div., succeeds Mr. Masterson; **William E. Howard,** formerly news editor, WCKW Albany, N. Y., to organization as manager, newly-established bureau, Augusta, Me.

George Gill, sales engineer, Kliegl Bros. Universal Electric State Lighting Co., N. Y., resigns to devote full time to George Gill Assoc. (tv, theatre, commercial, motion picture and school technical facility consultant), Glen Head, L. I., N. Y.

PROGRAM SERVICE SHORTS

Ken-Rich Corp., Hollywood, has been formed by Kenny Baker, radio singer, and Richard Angus MacDonald, New York radio-tv producer, to package and produce radio-tv programs. MBS *Kenny Baker Show,* five times quarter-hour weekly program which started Sept. 13, is first series, and upcoming are *Camera Cop* and *Put It to Pat,* both tv film series.

Cheshire & Assoc. (radio program packagers and transcription sales), Hollywood, moves to 3129 Cahuenga Blvd.; telephones: Hollywood 3-3498 and Hollywood 9-4580.

Five Star Productions, Hollywood, is shooting series of tv film commercials for Signal Oil Co., L. A., to be used for firm's alternate sponsorship of *The Whistler* in L. A., San Francisco, Portland, Spokane and Seattle, starting week of Oct. 13. Agency: Barton A. Stebbins Adv., L. A. Five Star also is completing group of tv film commercials for American Beauty Macaroni Co., Denver. Agency: Curt Freiberger & Co., same city.

National Guard Bureau, Washington, announces *Let's Go to Town,* National Guard music recruiting radio program, will be carried by an estimated 2000 stations in U. S. this year.

AWARDS

Freedom House to Present Award to CBS' Ed Murrow

EDWARD R. MURROW, CBS radio and tv news commentator, was to be presented the annual freedom award at the 13th anniversary dinner of Freedom House yesterday (Sunday) at the Waldorf-Astoria, New York. Lewis W. Douglas, former U. S. ambassador to Great Britain, was to bestow the bronze plaque awarded to Mr. Murrow last July for his radio-tv activities, particularly the *See It Now* series (CBS-TV), which were "addressed to the basic problems of freedom."

At the same time, the Freedom House dinner was to honor the dedication of a bronze tablet commemorating the U. S. Supreme Court decision on desegregation of the public schools. The tablet, which will be unveiled by Dr. Ralph J. Bunche, vice president of Freedom House, later will be placed in the lobby of the organization's headquarters in New York.

Dr. Goldsmith Honored

DR. ALFRED N. GOLDSMITH, technical consultant to RCA, RKO Theatres and other organizations, was honored by the National Television Film Council at a testimonial luncheon in New York last Thursday for his contributions to the tv film industry.

Principal speaker was Arthur V. Loughren, director of research for the Hazeltine Electronics Corp., who traced Dr. Goldsmith's career and particularly praised the scientist's efforts with the National Television System Committee. Melvin L. Gold, president of the Film Council, presided at the luncheon.

AWARD SHORTS

WKY-AM-TV Oklahoma City, Okla., awarded August certificate for outstanding news coverage during month by Oklahoma Associated Press broadcasters.

WATV (TV) Newark, N. J., has been presented award from Queens (N. Y.) Chamber of Commerce for outstanding service to borough for airing discussion series on public affairs on *Coffee Club* programs weeks of July 26 and Aug. 2.

Bill Goodrich, sports director, WORD-WDXY-FM Spartanburg, S. C., was awarded Sportcasting Award Sept. 30 from Sports News Div. of first annual South Carolina Associated Press Broadcasters contest.

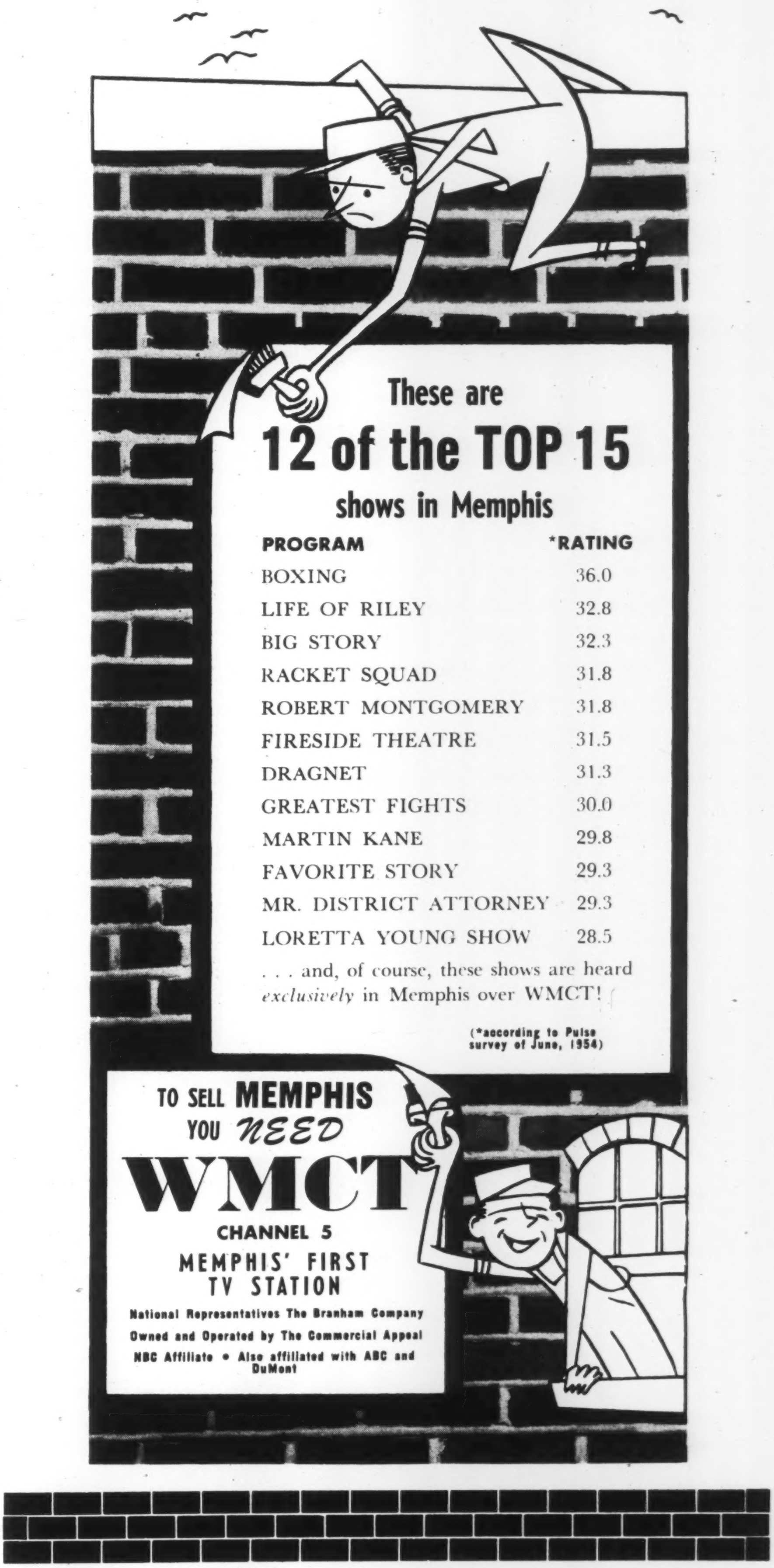
KNBC San Francisco given 1954 California State Fair Public Service Award for *Bill Guyman Covers California* program.

WCSH-TV Portland, Me., presented Distinguished Service Award from United Cerebral Palsy Assn. for 17-hour telethon last May 1 which raised nearly $60,000 for UCP.

Pat Goode, president, WNHC-TV New Haven, Conn., awarded certificate of appreciation from New Haven Chapter, Red Cross, for cooperation in soliciting blood donors.

Bus Ham, sports editor, *Washington Post & Times Herald,* presented "Hats Off Award" from Harry Wismer *General Sports Time* program, MBS, for work in National Celebrities Golf Tournament, staged annually for benefit of underprivileged children and boy's clubs of Washington.

KCCC-TV Sacramento, Calif., presented public service award from California State Fair for *Know Your State* program.



These are

12 of the TOP 15

shows in Memphis

PROGRAM	*RATING
BOXING	36.0
LIFE OF RILEY	32.8
BIG STORY	32.3
RACKET SQUAD	31.8
ROBERT MONTGOMERY	31.8
FIRESIDE THEATRE	31.5
DRAGNET	31.3
GREATEST FIGHTS	30.0
MARTIN KANE	29.8
FAVORITE STORY	29.3
MR. DISTRICT ATTORNEY	29.3
LORETTA YOUNG SHOW	28.5

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(*according to Pulse survey of June, 1954)

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WPAZ WLON WPAM WCRE
RA WBRY WPAC WJMC WA
KIKI WWOC WOWO KWOC
IM WAWZ KMAK WLOK WE
WGRY WKBR WFUL KGAL
WM WPEL WHBO WGVM WN
WJOT WKOV KRGI WOBS
OE WIRC WYVE CMBC WR
WMGR WNNJ WLAY WKNX
FC WKOY WOLS WOSC WA
WJIV WAWZ WOHO WTCW
WP WKIK WMMB WGLS KA
WRHC KUKI WHIL WRAY
EL WPOR WARN KCOH WI
WTPR WHYN WABM WLEA
WH WLMJ WTUS KOLN KD
WCVA WJMA WTSA WATH
BO KSOO WDBF WMOU WG
KXIT WFEC WSFL WELC
WG WWBZ WKMH WTVB WP
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AG WIOD KWWL WHBS WO
WGSM WBRM WCOJ WGET
ZK WQAM WKSR WRAP WS
WDOV WEPM WERC WOBL
MT WCAP WINZ WCAM WJ
KPAN KJCK WTOB WEAT
MJ KCJB WGAF WSOK WD
WHOM WGYV WPLI WCLD
BO WMAY WINZ WOMP WS
WGBS WAZL WMIK WEOK
LM WGTA KBOP WNDB WC
WLTR WKLO WJAY WZOB
AR WARA WBRY WPAC WJ
WDOS WRHI WKRT WBLT
MC WEIM WAWZ KMAK WL
WICE WKID WWWR WFMD
OK WOND WBEV KBBA WI
WKRT WHSY KLMX WCDL
KE WILK KNBR WKBV WA
WKCT WBIS WKXY WDSM
MI WPRO WKSB WPEL WH

RCA REPLACES NBC IN O & O CALLS

CHANGE of several NBC station call letters to "RCA" combinations—in line with recent emphasis upon identification of the RCA-owned network as "A service of RCA" [B•T, Sept. 6] —was approved by the FCC last week.

Effective Oct. 18, FCC said, New York NBC stations WNBC, WNBC-FM and WNBT (TV) become WRCA, WRCA-FM and WRCA-TV, respectively. In Washington, where the network owns and operates WRC-AM-FM and WNBW (TV), the tv station becomes WRC-TV. In Los Angeles, KNBH (TV) becomes KRCA (TV), the Commission reported.

The RCA call combinations are made possible through swapping letters with two international shortwave broadcast stations owned by RCA-NBC. These are WRCA at Bound Brook, N. J., and KRCA at Dixon, Calif. Both are multiple-transmitter installations. WRCA international becomes WNBC and KRCA becomes KNBH, the Commission explained.

CBS Plans Radio-Tv Debates Between GOP and Democrats

A SERIES of four debates, two of which will feature the national chairmen of the Republican and Democratic National Committees, Leonard Hall and Stephen A. Mitchell, has been announced by Irving Gitlin, CBS director of public affairs. Series is to start on both the radio and tv networks on Oct. 10. Entitled *The Hall-Mitchell Debates,* which CBS hails as "in the tradition of the Lincoln-Douglas and Webster-Hayne" debates of the past century, programs will deal with the key issues of the 1954 political campaign. The chairmen will oppose each other on the first and last programs of the series, while the middle two shows will square-off top-ranking party members invited by the chairmen.

The telecast will be at 2:30-3 p.m. EST, the radio program at 10:30-11 p.m. EST. Lyman Bryson, commentator, will be chairman of the show which will be produced by Ted Ayres and Lewis Shollenberger, of CBS' Washington public affairs staff.

KOVR (TV) Joins DuMont

AFFILIATION of KOVR (TV) Stockton, Calif., with the DuMont Tv Network, effective immediately, was announced last week by Elmore B. Lyford, DuMont's director of station relations. Ch. 13 KOVR is owned by Radio Diablo Inc., has an effective radiated power of 144 kw and an antenna height of 4,400 feet above average terrain. Spokesmen said the station covers Stockton, Sacramento and Merced in addition to the San Francisco Bay area and the peninsular region.

NBC Continuity Dept. Change

NBC's continuity acceptance department, headed by Stockton Helffrich, henceforth will report to Kenneth W. Bilby, the network's new vice president for public relations, NBC announced last week. In the past, Mr. Helffrich's department has reported to Thomas E. Ervin, vice president and general attorney. Named NBC public relations vice president on Sept. 3, Mr. Bilby also is in overall charge of NBC advertising, promotion, research and press.

CONTRACT for 35 professional football game broadcasts of Los Angeles Rams and San Francisco 49'ers teams on Don Lee, MBS Arizona and MBS-Intermountain stations is negotiated in Hollywood by (l to r) Norman Ostby, Don Lee vice president in charge of station relations; Les Mullins, advertising manager of the sponsoring San Francisco Brewing Co. (Burgermeister beer) and Norman Boggs, Don Lee sales vice president.

Gould Returns to N. Y. 'Times'

JACK GOULD, who resigned as radio-tv editor of the *New York Times* some two and a half months ago to become information adviser of CBS Inc. [B•T, July 19], resigned from CBS last week and went back to his old post on the *Times.* His resignation, which came suddenly and unexpectedly, was attributed to his desire to get back into harness as reporter and columnist on radio-tv affairs. He has been with the *Times* for some 18 years, approximately 10 of them as radio-tv editor. The post had not been formally filled following his mid-July resignation. Late last week his successor at CBS had not been named.

CBS-TV Previews 'Search'

CBS-TV last week held a preview for newsmen of *The Search,* new weekly series based on significant research projects currently in progress at leading universities. Premiere will be Oct. 17 (Sun., 4:30-5 p.m. EST).

The 26-week series, under preparation for more than two years, was filmed on location at educational institutions. Irving Gitlin, CBS director of public affairs, is producer.

Roy Thompson,

WITH 28 years . . .

RADIO experience and . . .

TRADE know how, operates . . .

ALTOONA's most community-conscious station . . .

. . . and from community service comes community interest in your product.

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ABC

RTES Plans Time Course

THIRTEEN-WEEK course designed for new members of the time-buying and time-selling business will begin Oct. 26 at a luncheon session in New York at Toots Shor's restaurant and will be held at the same place every Tuesday thereafter. Seminar, sponsored by the Radio and Television Executives Society, will cover such subjects as audience research, agency, network and sales practices and merchandising. Speakers are being selected from agency, advertiser, network and station representative fields. Fee for the course is $47.50.

NETWORK PEOPLE

Garrett E. Hollihan, account executive, KGO San Francisco, appointed sales manager, ABC Pacific Coast Radio Network, headquartered in that city.

Jack Smight, director, NBC-TV *One Man's Family,* appointed producer-director.

John Scott Trotter, music director, CBS Radio *Bing Crosby Show,* to NBC-TV *George Gobel Show* in similar capacity.

Charles Standard, salesman, NBC-TV, Chicago, transfers to sales dept., N. Y.

Ernest Sloman, columnist and acting city editor, *Pasadena Independent,* Pasadena, Calif., to CBS-TV, Hollywood, as publicist.

Chuck Thompson, disc m.c., WITH Baltimore, signed by DuMont Tv to do play-by-play on *Pro-Football Game of the Week.*

Mary Margaret McBride, formerly with ABC, to NBC Radio as conductor, five-minute commentary program (Mon.-Fri., 3-3:05 p.m. EST).

H. Malcolm Stuart, account executive, DuMont Tv, appointed to handle sale of all network political telecasts.

George P. Herro, promotion and public relations director, midwest operations, MBS, appointed member, Council of Business Management Representatives to Citizens of Greater Chicago organization.

Jack Webb, star, NBC Radio and NBC-TV *Dragnet,* appointed head, 1955 fund raising drive, Radio-Television-Recording-Advertising Charities Inc., Hollywood, starting today (Mon.).

Hal Gold, editor, press information desk, MBS, reappointed public relations director, Knights of Pythias for state of New Jersey.

Judith Waller, education and public affairs director, NBC, Chicago, will address annual publicity clinic, Theta Sigma Phi, journalism sorority, Evanston, Ill., Oct. 6.

Barry Wood, executive producer in charge of color tv, NBC, will speak on "Color Tv: Today and Tomorrow" before Radio and Television Club of Pittsburgh Oct. 13.

Howard Coleman, assistant manager, central div., NBC, Chicago, will address Phi Sigma Phi, Northwestern U. commerce fraternity, on "Public Relations in Broadcasting" Oct. 8.

Eddie Herbert, news writer, CBS-TV, Washington, and Carol Jeanne Summers, were married Oct. 2.

Eve Arden, star, CBS Radio and CBS-TV *Our Miss Brooks,* and husband **Brooks West,** radio-tv actor, parents of boy, Douglas, Sept. 17.

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UHF OUTLETS READY FOR 1,000 KW ERP

SUPER tv power seems to be scheduled to come first to Wilkes-Barre in the mining center of Pennsylvania.

Two Wilkes-Barre uhf tv outlets have firm equipment commitments for maximum 1,000 kw radiated power from manufacturers.

WBRE-TV on ch. 28 has signed with RCA for maximum output. WILK-TV on ch. 34 has signed with GE for 1,000 kw radiation. Work on both orders is going forward in RCA's factory at Camden, N. J., and in GE's at Syracuse.

And, last week, RCA announced that its second firm order for 1,000 kw power had been received from ch. 27 KPTV (TV) Portland, Ore.

For WBRE-TV, RCA is combining two 12 kw transmitters to feed 25 kw into the antenna. It also is using its new 46-gain antenna to radiate 1,000 kw. Since WBRE-TV already is using a 12 kw RCA transmitter, the addition of the second 12 kw, with necessary coupling, etc., is costing $144,500. There is no target date, RCA emphasized. KPTV's installation will follow within 30 to 60 days after the WBRE-TV project is completed, RCA reported.

GE is using two 23 kw transmitters to get 45 kw input into the WILK-TV antenna. Installation uses four visual and two audio klystrons, it was reported. Transmitter power is fed into GE's regular, five-bay, 25-gain helical antenna to produce 1,000 kw. Target date is end of this year, GE said.

RCA's push for maximum uhf power is based at present on 25 kw transmitters and new high-gain antennas. As shown at the NARTB convention in Chicago this spring, the new radiator has a gain of 46 on channels 14-40; 52 on channels 41-65, and 60 on channels 66-83. Price is $39,500. RCA reported it has six firm orders for new antenna. With regular 12 kw transmitters, uhf stations can boost power to 500 kw at once, it was said.

RCA's 60 kw is dependent on a beamed power tube now under development. Hope is that the tube, and transmitter, will be on the market by the end of 1955 or the early part of 1956. The cost has tentatively been set at $250,000.

GE's 45 kw transmitter is priced at $225,000. If a station has a GE 12 kw in operation, the changeover to 45 kw costs only $165,000.

Under development at GE's laboratories is a single klystron, which may be standardized in 1955, it was reported. GE's 60 kw transmitter is also scheduled for 1955, it was said.

GE's klystrons, a development worked out with Varian Assoc., are rented by the company to customers. GE charges $1.25 per operating hour per klystron for the power tubes of its uhf transmitters.

DuMont, which only has a 1 and a 5 kw uhf transmitter in its line, is working on a high powered klystron tube wtih Eimac. It estimates that its development is one year away.

RCA Introduces TS-11A, New Tv Studio Switcher

AVAILABILITY of a compact, self-contained RCA studio switcher, TS-11A, designed for the special requirements of color tv broadcasts, was announced last week by the Engineering Products Div. of RCA. The new device provides nine inputs, three outputs and a previewing channel. RCA claims it is also well-suited to monochrome telecasting.

The switcher handles camera switching, fading and lap-dissolves in the studio control room as well as remote and network signal inputs. It features a special rotary switch on the control panel which permits feeding the preview switching circuit into the program output channels. By selecting the correct circuits, the program director can preview super-impositions while the regular program is fed by direct camera through the preview channel.

Manufactured for convenient, space-saving mounting in standard console control sections, the switcher houses the control panel, mixing circuits, output line amplifiers and terminal connections for power, tally and video circuits in a single console.

$200 MILLION 1954 HI-FI SALES FORESEEN

SALE of high fidelity equipment could rise from an estimated $100 million-plus in 1953 to $200 million this year, it was predicted at last week's 1954 high fidelity trade show in Chicago's Palmer House.

Over 100 manufacturers and nine distributors exhibited their wares—and three fm radio stations maintained display space—at the elaborate fair, held Thursday through Saturday.

The estimate of $200 million for all hi-fi products—including amplifiers, cabinets, headsets, microphones, phonograph cartridges, phonographs, pre-recorded tapes, turntables, projectors, public address systems, recorders (wire, tape, disc), speakers, pre-amplifiers and various other products—was described as "not fantastic" by S. I. Neiman, president of the International Sight & Sound Exposition Inc., which is presenting the show.

He felt total business might easily reach this figure in 1954, after a record $100.2 million for all products last year, when hi-fi first captured the fancy of manufacturers and buyers alike as the "cinderella of the electronics industry." He said that even this would be a conservative figure for total sales.

As if to bear him out, Hallicrafters Co., Chicago, coincident with the opening of the show, reported it had enjoyed a 350% boost in sales of hi-fi equipment over last year. At that time, it made only tuners and amplifiers; it now produces full high fidelity lines in three different price brackets.

As during last year's show, this newest of "do it yourself" enterprises commanded widespread enthusiasm among hi-fi addicts.

Also represented at the trade show were two trade associations—the High Fidelity Institute, which was expressly set up to define hi-fi standards and encourage manufacturers to abide by them in their respective claims, and the Radar-Radio Industries of Chicago Inc., comprising most electronics producers of the midwest.

Three stations with displays last week were WEFM (FM), Zenith Radio Corp. station; WFJL (FM), licensed to Lewis College (Bishop Bernard J. Sheil's outlet); and WFMF (FM), now owned by Functional Music Inc., a subsidiary of Field Enterprises. All beamed special programs for observers. Zenith Radio Corp., in its exhibit, stressed care of handling and storing discs, as well as proper care of record-players.

The 1954 trade show featured a number of recording artists making personal appearances. Among the more eyebrow-raising developments were these:

Minnesota Mining & Mfg. Co.—An "extra play" magnetic tape (Model 190 A) that promises 50% more recording time on one reel, with the claim it does the job of one and a half reels of conventional tape.

V-M Co.—A complete high fidelity record changer, with various hi-fi features.

Berlant Assoc.—Two hours of continuous recording, enabling the user to monitor the tape (Concertone model). A complete line of recorders and accessories, with different models ranging in price from $345 to $695.

Among other manufacturers represented at the show were Admiral Corp., Columbia Records, Magnecord Inc., Magnavox Co., RCA, Westinghouse Electric Corp., Webster-Chicago Corp. and Motorola Inc. Between 25,000 and 30,000 people were expected to attend the three-day show.

RCA SETS UP NEW COLOR TUBE DEPT.

INCREASING attention that is being paid to color television was emphasized last week by RCA, which announced it is establishing a special RCA color kinescope operations department, devoted exclusively to engineering and manufacturing color television picture tubes.

In announcing this development, Douglas Y. Smith, vice president and general manager, tube division, RCA, said Harry R. Seelen, associated with the company's tube engineering and manufacturing for nearly 25 years, has been appointed manager of the new department, which will have its headquarters at the RCA plant in Lancaster, Pa.

"The creation of a separate color kinescope organization consolidates the skills and facilities needed to meet requirements of tv set manu-

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facturers for the new RCA 21-inch color picture tube, which will be a major factor in the industry's 1955 color program," Mr. Smith said. "Further, this move permits concentration of additional engineering and production talent and facilities to meet mounting demand for other types of RCA cathode ray and power tubes."

RCA demonstrated its new 21-inch color kinescope on Sept. 15 [B•T, Sept. 20] and announced that sampling quantities of the tube would be available during November, with commercial production expected to begin around the first of the year.

For the past 10 months, Mr. Seelen has been engineering manager of the RCA cathode ray and power tube department, which incorporated color tube engineering and manufacturing. That department, under the management of C. E. Burnett, will continue responsibility for RCA power tubes, oscilloscope tubes, phototubes, microwave and pick-up tubes, television camera tubes, and black-and-white kinescopes, which are produced at Lancaster and at RCA's Marion, Ind., plant.

Mr. Seelen joined RCA as an engineer at the Harrison, N. J., plant in 1930, shortly after his graduation from Providence (R. I.) College. He has held numerous executive engineering posts, including manager of engineering services, Lancaster plant, 1943; chief engineer, Lancaster plant, 1949, and engineering manager, cathode ray and power tube operations department, 1953.

Magnecord Buys Davies Labs

MAGNECORD INC., Chicago magnetic tape equipment firm, stockholders approved purchase of all outstanding stock of Davies Laboratories Inc., Riverdale, Md., research and development concern, William L. Dunn, Magnecord president announced. Davies Laboratories becomes a wholly-owned subsidiary, with both companies retaining their corporate entities.

Gomer L. Davies, president and founder of the subsidiary, who will continue in the same capacity, was elected to the Magnecord board of directors. No change in management is contemplated, but the company hopes to increase the subsidiary's engineering and research staffs by at least 50%, Mr. Dunn said.

Transmitting Equipment

Transmitter Shipments

Station	Power	Band	Use
Allen B. DuMont Labs			
WIRI (TV) Bloomingdale (Lake Placid), N. Y.	5 kw	tv (ch. 5)	new station
Gates Radio Co.			
KFWR Grangeville, Idaho	250 w	am	new station
WMSN Raleigh, N. C.	500 w	am	new station
KLEM LeMars, Iowa	1 kw	am	new station
WEIC Charleston, Ill.	1 kw	am	new station
WMGR Bainbridge, Ga.	5 kw	am	power increase

OTHER EQUIPMENT: RCA reported it shipped a 12½ kw amplifier to WSUN-TV St. Petersburg, Fla. (ch. 38) and a color slide camera to KHQ-TV Spokane, Wash. (ch. 6). DuMont also reported it shipped two monochrome multiscanners, complete studio gear and a six-bay antenna to WIRI (TV) Bloomingdale, N. Y.

MANUFACTURING SHORTS

Herman Hosmer Scott Inc., Cambridge, Mass., has introduced Model 310 fm broadcast monitor tuner incorporating wide circuit design with full 150 kc IF passband and 2 mc wide limiters and detector.

Pentron Corp., Chicago, introduces Dynacord, new professional tape recorder.

Allen B. DuMont Labs, instrument div., Clifton, N. J., announces DuMont Type 327, cathode-ray oscillograph "capable of precise

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Every Day in the Week

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measurements of time and amplitude within the frequency range of d.c. to 5 mc."

James Cunningham, Son & Co., Rochester, N. Y., announces Type P crossbar switch color tv switcher.

Harrison Laboratories Inc., Berkeley Heights, N. J., announces aperture equalizer "which provides a phaseless high boost for tv."

MANUFACTURING PEOPLE

Clarence A. Malin, home instrument sales manager, RCA Distributing Corp., Detroit branch, appointed vice president and manager of that branch; **Arnold E. Linton,** manufacturing manager, RCA tube mfg. plant, Woodbridge, N. J., appointed manager of plant.

Andrew Hause appointed tv sales manager, Canadian Admiral Sales Ltd., Toronto.

Russel L. Krapf, finance manager, cathode ray tube sub-dept., electronics div., General Electric Co., Syracuse, N. Y., appointed to same position, laboratories department.

Alvin C. Stewart, controller, Hallicrafters Co., Chicago, to CBS-Columbia Inc., Long Island City, N. Y., in same capacity.

Albert A. Pulley, manager, general recording, RCA Victor Records div., N. Y., elected president, Audio Engineering Society.

Fred M. Link, operations director, mobile communications dept., Allen B. DuMont Labs, Clifton, N. Y., appointed "Pennsylvania Ambassador" by state chamber of commerce to represent York, Pa.

Bertram J. Grigsby, 70, director, Grigsby-Allison Co. (radio-tv parts), died Sept. 19.

Vote Ordered at KTLA (TV)

THREE unions will contend to represent 50 non-supervisory KTLA (TV) Hollywood engineering and production workers presently represented by International Alliance of Theatrical and Stage Employes, in a National Labor Relations Board election Oct. 6.

International Brotherhood of Electrical Workers, Local 45, Hollywood (Broadcast-Tv Recording Engineers) petitioned the NLRB for election and when National Assn. of Broadcast Employes and Technicians intervened, as an interested party, a three-way race developed.

NLRB Examiner Norman Greer pointed out a vote count would be delayed Wednesday, while a Labor Board representative travels to the KTLA transmitter atop Mt. Wilson to ballot workers there.

PERSONNEL RELATIONS PEOPLE

David Tytherleigh, formerly district manager, ASCAP, Hollywood, to American Federation of Tv and Radio Artists, Hollywood, as assistant to executive secretary, succeeding **Wayne Oliver,** resigned to study for ministry at Harvard Theological College, Cambridge, Mass.

Herbert Aller, business representative, IATSE Local 659, International Photographers, appointed chairman of foreign production committee, Hollywood AFL Film Council, succeeding **Dolph Thomas,** business representative, IATSE Local 695, International Sound Technicians.

Gordon Stulberg, attorney, Writers Guild of America, West Hollywood, father of girl, Tina, Sept. 15.

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Ben Fisher, 64, Dies After Short Illness

FUNERAL services for Ben S. Fisher, 64, senior member of the Washington radio law firm of Fisher, Wayland, Duvall & Southmayd, who died Thursday morning, were held Saturday afternoon at the Chevy Chase Presbyterian Church. Interment was at Fort Lincoln Cemetery.

MR. FISHER

Mr. Fisher, who died of cancer after a short illness, was born in Anderson, Ind., June 13, 1890. He received his LL.B. from the U. of Illinois in 1914, practiced law in Coos Bay, Ore., from 1914 to 1930. He served as district attorney of Coos County, Ore., from 1920 to 1924. In 1930, Mr. Fisher came to Washington as assistant general counsel of the Federal Radio Commission, forerunner of the FCC. In 1935, he left the Commission to enter private practice.

Mr. Fisher served with the Oregon National Guard in World War I as a first lieutenant of the Coast Artillery. He received the rank of captain in 1920. He was a member of the American Bar Assn., District of Columbia Bar Assn., of the Federal Communications Bar Assn. (he was FCBA president in 1945). He was also 1928 Oregon State Commander and a national committeeman of the American Legion, 1925 Oregon State President of the Elks Lodge, and a member of the Masonic Order, Columbia Country Club, National Press Club and the University Club of Washington. He was Grand Consul of Sigma Chi, 1943-45, and president of the D. C. Chapter, Phi Delta Phi legal fraternity.

He is survived by his widow, Kate S. Chatburn, a son, Ben C. Fisher, who is a member of the Fisher law firm, and a daughter, Nancy C. Fisher.

PROFESSIONAL SERVICES PEOPLE

Charles Pritchett, formerly sports director, KSTM-TV St. Louis, and **Robert Sanders,** formerly radio-tv columnist, *Lorain Journal,* Lorain, Ohio, appointed manager and editor, respectively, *Tv Guide,* Phila., for St. Louis area; **Frank Boucher** appointed manager, Virginia edition; **Jack Sullivan,** formerly reporter, *Seattle Post-Intelligencer,* Seattle, Wash., and **Harry Long** appointed manager and editor, respectively, Washington state area.

Don Ramsey, Los Angeles trade publication editor, to Worth Larkin & Assoc. (publicity firm), same city, as account executive.

Ray Sackheim, formerly with MCA, Beverly Hills, to Cleary-Strauss & Irwin, Hollywood (public relations), as associate on tv and motion picture accounts.

Joe Leighton, West Coast radio-tv publicity director, J. Walter Thompson Co., L. A., opens own public relations office at 13522 Ventura Blvd., Sherman Oaks, Calif.; telephone: State 9-6662.

Richard C. Looman, public relations director, Los Angeles County Heart Assn., forms Richard Looman & Associates (public relations) with offices at 635 S. Kenmore Ave.; telephone: Dunkirk 7-4044.

Fred Remington appointed radio-tv editor, *Pittsburgh Press,* succeeding **Si Steinhauser,** who retires.

ONE TV, THREE AMS APPROVED BY CBC

THREE NEW 250 watt radio stations and one new tv station were recommended for grants by the Board of Governors of the Canadian Broadcasting Corp. at a Sept. 21 meeting in Ottawa. Two radio stations were given power increases from 5 kw to 10 kw.

CKBB Barrie, Ont., has been recommended for a tv station on ch. 3 with 14 kw video, 7 kw audio power, and antenna height 369 feet above average terrain. Opposing the application of Ralph Snelgrove, president of CKBB, were Foster Hewitt, CKFH Toronto, and Gordon E. Smith, CFOR Orillia, both Ont. The board favored Mr. Snelgrove on the basis that the station would extend national tv coverage as well as provide local service to some 250,000 people in four counties.

At Bathurst, N. B., the Bathurst Broadcasting Co. has been recommended for a 250 w radio station on 1400 kc, serving in both English and French. At Leamington, Ont., Albert A. Bruner has been recommended for a 250 w station on 710 kc, with licensee to be Sun Parlor Broadcasters Ltd. At Sault Ste. Marie, Ont., license to a 250 w station on 1400 kc was recommended to Carmen Primo Greco.

Power Increases

CJOC Lethbridge, Alta., was permitted to increase power from 5 kw to 10 kw on 1220 kc. CJBR Rimouski, Que., was also permitted to up its power from 5 kw to 10 kw on 900 kc. CKPC-FM Brantford, Ont., was given permission to change from 94.7 mc to 92.1 mc to alleviate interference with tv reception in the area. Emergency transmitters were licensed to CKRD Red Deer, Alta., 250 w; CHNC New Carlisle, Que., 1 kw, and CKOM Saskatoon, Sask., 250 w. CKWX Vancouver was permitted to change its corporate name from Western Broadcasting Co. Ltd. to CKWX Radio Ltd.

Series Telecasts to Cuba via Stratovision

INTERNATIONAL television, with a Spanish accent, was inaugurated last Wednesday with the opening game of the World Series, and was pronounced an immediate success.

Goar Mestre, president and general manager of the CMQ Radio and Television networks in Cuba, enthusiastically reported to B•T by telephone immediately following the opening game that the modified "stratovised" telecast, relayed from WTVJ (TV) Miami via airborne transmission and fed to the CMQ system, worked without a hitch. "The quality was terrific and this baseball-crazy island went wild," he reported.

Mr. Mestre said that a $20,000 investment was entailed in setting up the rélay, which had been pre-tested for four days prior to the opening game. The telecasts are jointly sponsored by Gillette, holding exclusive rights, and Malta Hatuey, a Cuban malt beverage.

The play-by-play games were rebroadcast direct over three of the CMQ Tv network stations and were retransmitted by kinescope the same evening over the non-interconnected stations in Camaguey and Santiago de Cuba. In addition, kinescopes made in Fort Lauderdale, Fla., for Gillette, were flown to Havana, reprocessed and then flown for retransmission over stations in Mexico, Venezuela, Puerto Rico and Santa Domingo, with CMQ Tv reimbursed for its costs. The hot kines also were used on Mr. Mestre's second Havana Station (ch. 7 CMBF-TV) at 9:30 p.m.

Here's how the relay worked, according to Mr. Mestre:

A DC-3 Cuban Airlines plane, chartered for the Series ,was equipped with three high fidelity receivers and a 3 kw gasoline generator, plus an 18 watt RCA transmitter calibrated for ch. 13 operation. The plane flew in a circle at an altitude of 8,000 feet in an area 50 miles north of Matanzas, Cuba, where a new 700-foot antenna for Ch. 9 picked up the telecasts. The reception center at Matanzas also picked up the signals from the ch. 13 transmitter and relayed them to CMQ's Ch. 6 in Havana. Another picture was relayed in a southeasterly direction to the CMQ station (ch. 5), in Santa Clara in four hops over CMQ's own microwave relay system.

The relay from Miami to Matanzas carried 246 miles over water. The WTVJ ch. 4 transmitter is located another 20 miles inland, he pointed out.

Mr. Mestre said the transmission entailed considerable testing and preparation. Because WTVJ operates on ch. 4, the same channel to which Cuba's Radiotelevision Nacional is assigned, the latter station signed off during the series telecasts.

Only the picture was relayed. An announcer, listening to a shortwave play-by-play broadcast from New York, inserted Spanish commentary.

Mr. Mestre explained that the relay was an adaptation of the Westinghouse Stratovision

national advertising representatives

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CHECKING EQUIPMENT for Sept. 16 inauguration of ch. 9 CKLW-TV Windsor, Ont. (Detroit), are (l to r) Haford Kerbawy, tv consultant, J. E. Campeau, station president, S. Campbell Ritchie, dir. of operations and W. J. Carter, dir. of engineering.

project which had been proposed as a service several years ago. Actually, he said, it was Westinghouse "in reverse," since his plan involved merely a relay through a low power transmitter, whereas the Stratovision plan proposed to cover broad areas with direct transmissions from planes equipped with high power transmitters circling prescribed areas of the country.

CBC Television Network Issues Rate Card No. 7

CANADIAN BROADCASTING Corp. has issued rate card No. 7 for the CBC television network. The network comprises 18 English-language stations and four French-language stations. CBOT (TV) Ottawa is the only station which now carries programs in both languages. Next year, a separate transmitter for each language will be constructed.

CBC commercial division also announces with its new rate card that the following five of the stations on its list are scheduled to come into operation in October: CJCB-TV Sydney; CKWS-TV Kingston; CFQC-TV Saskatoon; CHCT-TV Calgary, and CFRN-TV Edmonton. CJBR-TV Rimouski is scheduled to begin operation Nov. 15. At the same time CBC issued new rate cards for its own six transmitters, CBFT (TV) and CBMT (TV) Montreal, CBOT (TV) Ottawa, CBLT (TV) Toronto, CBWT (TV) Winnipeg and CBUT (TV) Vancouver. The most expensive station in Canada rate card-wise is CBLT, with class A, one hour network rate of $850, and non-network, $900.

Canada's Color Circuits Set

FACILITIES for network color television programs are ready in Canada, along the Bell Telephone of Canada circuit from Buffalo to Montreal, according to John M. Hay, assistant vice president of the company. He stated at Montreal last week that at present Bell Telephone of Canada is only required to carry black and white network transmissions, but recent developments on the circuit now permit transmission of color tv programs as well.

CKLW-TV DEBUTS IN WINDSOR-DETROIT

OFFICIAL debut of CKLW-TV Windsor, Ont. (Detroit), was held Sept. 16. The gala opening, which featured appearances by industry and political figures, a fireworks display and revolving searchlights, was telecast to the 1,250,000 tv set-owners in the Windsor-Detroit area.

CKLW-TV, operating on ch. 9, is located in new $1 million quarters on the Windsor waterfront facing the Detroit river and Detroit city. It has an RCA transmitter and wavestack antenna with a maximum effective radiated power of 325 kw.

Among the many congratulatory messages read during the hour-long dedicatory program which began at 9 p.m. was a resolution from the Common Council of Detroit to CKLW-AM-TV and President Ted Campeau praising them for the many services rendered the community during the two decades of CKLW operation.

Filmed messages from A. D. Dunton, chairman of the board of governors of the Canadian Broadcasting Corp., and Dr. Allen B. DuMont, president and chairman of the board of DuMont Television Network, also were presented.

E-H Releases Aug. Ratings

FOR the second month, no evening English-language network programs are shown on the national radio program ratings released by Elliott-Haynes Ltd., Toronto. The August ratings featured 10 daytime English-language network shows:

Pepper Young's Family and *Ma Perkins* rating 10.9, *My Friend Irma* 10.4, *Right to Happiness Road of Life* and *Aunt Lucy* 9.8, *Laura Limited* (Canadian) 9.3, *Rosemary* and *Guiding Light* 9.1, and *Stars Over Hollywood* 8.8.

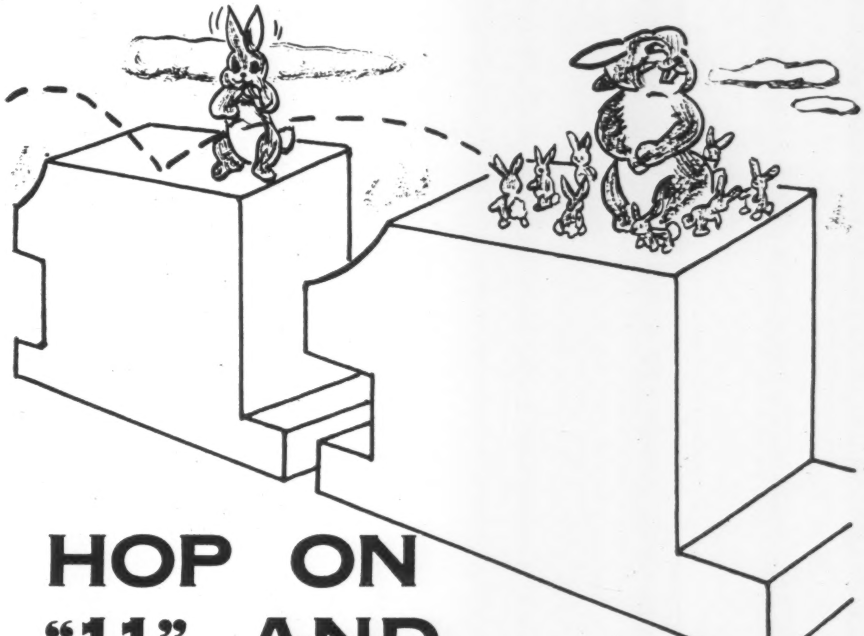
French-language evening network programs showed *L'Heure de Coke* with rating 14.3, and *Collette et Roland* 12.2. Daytime French-language network shows, 11 in number, were led by *Rue Principale* 22.7, *Francine Louvain* 16.6, *Quelles Nouvelles* 14.6, *Face a la Vie* 14.5, and *Maria Chapdelaine* 14.

BROADCASTING

TELECASTING

features

Reprints of articles appearing in this section are available at nominal cost. Write to BROADCASTING • TELECASTING



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Ken Church,
National Sales Manager

CBS RADIO NETWORK • REPRESENTED BY THE KATZ AGENCY

WHAT WARD SURVEY WILL DO FOR RADIO

ITS UNDERWRITERS THINK IT WILL REVITALIZE AM BROADCASTING

By Rufus Crater

FIRST preliminary findings in a $150,000 nation-wide survey which its sponsors say will give radio "an entirely new outlook of faith in itself" and perhaps revolutionize advertisers' approach to the medium are being unveiled this week by Mutual.

Conducted for MBS by J. A. Ward Inc., New York independent research organization, the study gives quarter-hourly reports on where people are, what they're doing, how many are listening to radio or watching television and what else they're doing while listening or viewing, along with many other details calculated to help the advertiser pinpoint his sales message to reach the audience he wants at the most effective time.

One or two highlight details were made public a few weeks ago—for instance, that 96% of all households have a radio set in working order and 60% have a tv set in operating condition [B•T, Aug. 23]. Much more information is now available. But MBS research leaders calculate that many months will be needed to complete the task of tabulating, organizing and analyzing the whole gigantic mass of data gathered in the survey last March.

In Mutual's corridors they predict the Ward study "will do for radio what the Kinsey surveys did for sex." MBS President Thomas F. O'Neil expresses his estimate in language that is less flamboyant but nonetheless enthusiastic. The survey, in his opinion, "will offer the radio broadcasting industry an entirely new outlook of faith in itself, and may well alter the advertisers' approaches to radio use as a dynamic selling medium on the basis of individual listenership, rather than through the now outmoded system of rating by radio homes."

Mr. O'Neil continued:

"Radio's impregnability in its own field has been substantiated in the Ward survey, and we are finding the full interpretations of the study for advertisers so they may know the new facts on total listening—everywhere.

"Radio is in the kitchen, in the den, in the bedroom and in the automobile, and to gauge radio's effectiveness as a selling medium today, you must count not only the individual listeners, but also where they are located while listening. The Ward survey has these answers for us now and Mutual is making the information available to all advertisers—handling specific requests for clients as needed."

Highlights brought into focus in the tabulation process thus far include these approximate figures:

- During the average quarter-hour, day or night, radio's at-home available audience—people both at home and awake—totals 67,000,000. Television's is about 40,200,000.
- Radio's actual in-home audience, in terms of quarter-hour averages, ranges from a low of slightly more than 6,000,000 to a high of more than 13,000,000. (Tabulations have not reached point showing comparable figure for television.)
- Perhaps surprisingly, since mid-evening is widely considered "television time," radio's low point is in the period between 10 and 11 p.m., with average quarter-hour listenership during the 7-9 p.m. period being exceeded during only three other hours of the day.
- The in-home audience is augmented at all hours by measurable millions of automobile and other out-of-home listeners.
- While most (about 88%) television viewing is done in the living room, radio listening occurs throughout the house: of all home radios, 34% are in the living room, 27% in the bedroom, 23% in kitchen, 16% in other rooms of the house. Figures on places where listening occurs differ somewhat, since a person in a bedroom, for example, may be listening to a kitchen radio.

How will Ward survey data be useful?

Richard J. Puff, Mutual's research and planning director, notes that it enables the advertiser to know where the listener is and what he's doing at given times, quarter-hour by quarter-hour. Thereby, he says, it opens up a "new concept of selling" which "offers advertisers the present-day realities of radio's tremendous power to move the products of our nation's markets at the moment of highest potential buying interest—the point of use. And point-of-use selling in the home is most effective by radio, for radio is all over the house."

Mr. Puff points out as an example that findings with respect to the times when listeners are dressing will enable advertisers of men's and ladies' clothing to schedule their messages at those hours, when the listeners' thoughts are on clothes. Or makers of bedspreads, blankets and sheets can direct their messages to housewives at times known to be most regularly devoted to bed-making. Or findings regarding bathing times can be used in scheduling commercials for razors, cosmetics,

LOOKING over tabulations of the comprehensive Ward survey for Mutual Broadcasting System are (l to r) J. A. Ward, president, J. A. Ward Inc.; Richard J. Puff, MBS director of research and planning, and Walter Stein, MBS manager of research.

shower curtains, tooth pastes, and various other dressing and bathing necessities.

Further, Mr. Puff said, new information from the Ward survey will unfold "the dynamic sales potential" in radio for use by advertisers to catch the members of the family where they are preparing and eating meals—enabling the food advertiser, for example, to get his message across to the housewife at the moment she is reaching for a can of baking powder, beans, shortening, etc.

Noting that much of the survey's data is still locked in the 600,000 IBM cards on which the findings are entered, Mr. Puff asserted that within the next month, and even into the next year, "this new and exciting data will be revealed and radio will come into its own—into the dynamic sales role which it actually occupies but which no fact-finding organization has, until Ward, characterized accurately and with the full import of its present and future permanent position in American life."

He said the study will reveal figures of "unprecedented scope" dealing with the following categories of interest to advertisers:

1. The potential audience—location of the potential audience; activities of the population which is at home; activities of those not at home.

2. The radio and television audience—percentage of individuals listening or viewing; location of the at-home audience and of the not-at-home audience; location of the viewing audience both at home and away; location of the radio set heard and the tv set viewed; activities of the listening audience both at home and away; activities of the viewing audience at home and away.

3. Distribution of the radio audience—total audience of radio listed according to network and independent-station tune-in and broken down by "at home" and "away from home."

4. The family audience—potential audience (families with someone at home, someone away from home); families listening or viewing (total); distribution of the family audience by network shares.

Some of the Ward survey data which will have special interest to particular commercial and social classifications, Mutual spokesmen reported, include the following:

Automotive—use of automobile by the population's percent in cars at given times, total in cars throughout a day, etc.

Building—spread of radios through house, isolation of tv room; functional applications of everyday living; built-in television or radio niches.

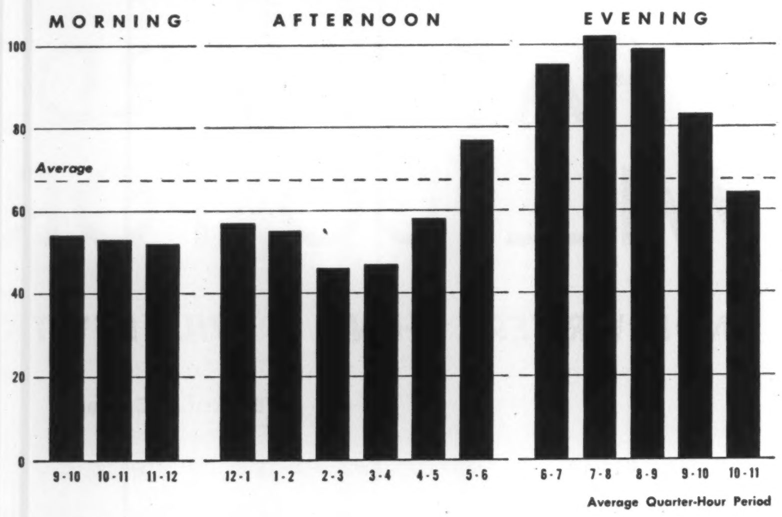
Transportation—percent riding in vehicles including vehicles other than cars; peak loads, total percent of population involved by days of week.

Food trade—amount of time shopping, amount of time in kitchen, preparing foods, eating in restaurants, etc.

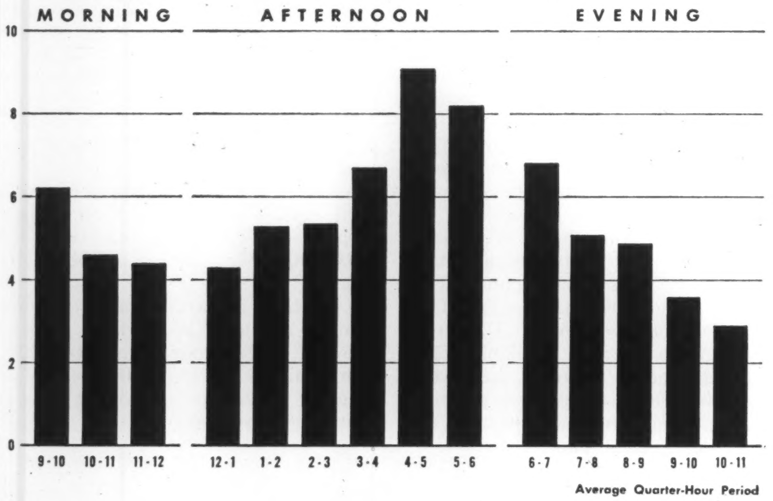
Retailing, generally—amount of time

(Continued on page 90)

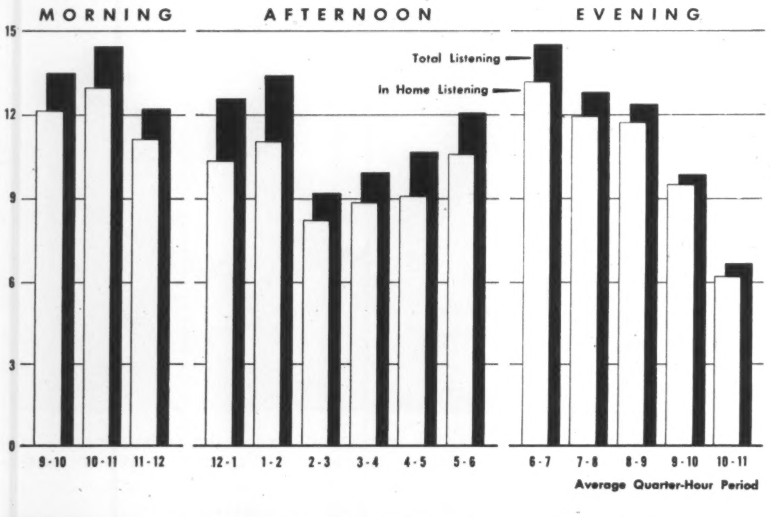
MILLIONS OF PEOPLE HOME AND AWAKE



MILLIONS OF PEOPLE AWAY FROM HOME IN AUTOMOBILES

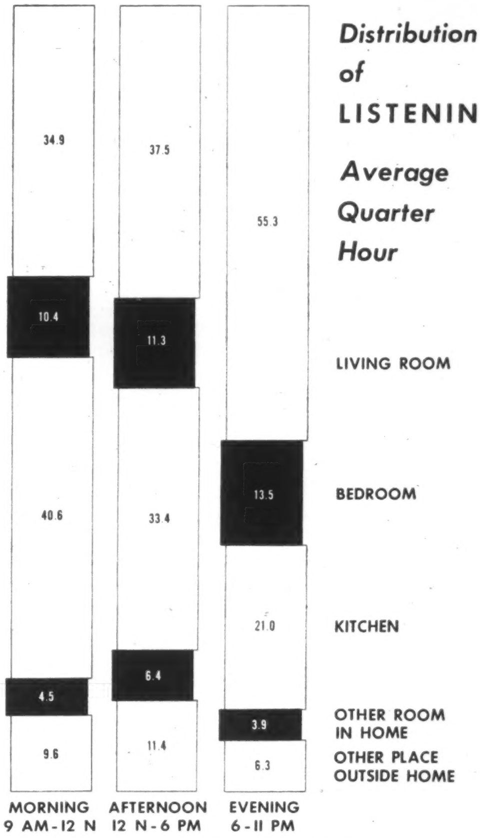


RADIO'S TOTAL AUDIENCE - MILLIONS OF PEOPLE



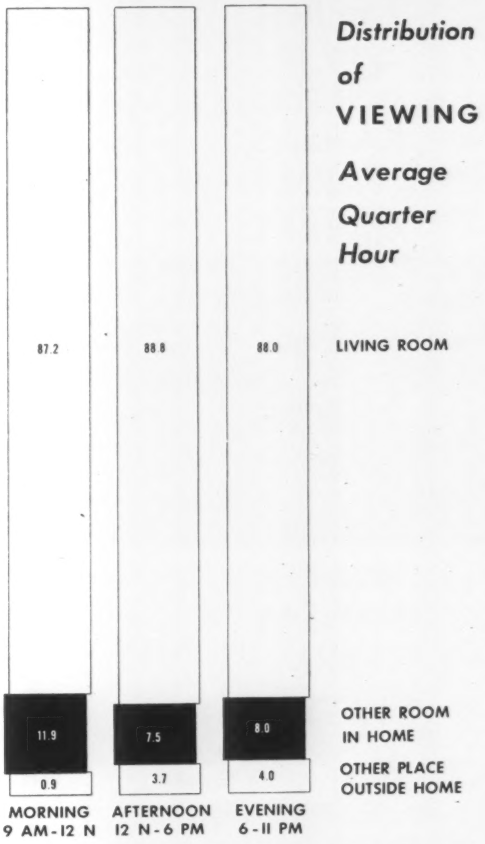
Distribution of LISTENING

Average Quarter Hour



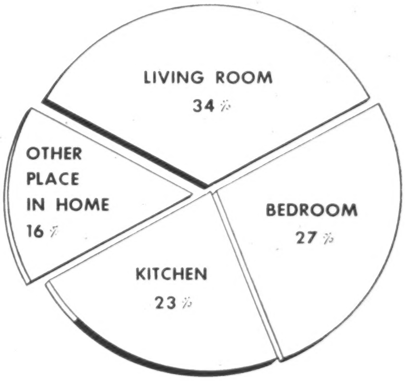
Distribution of VIEWING

Average Quarter Hour



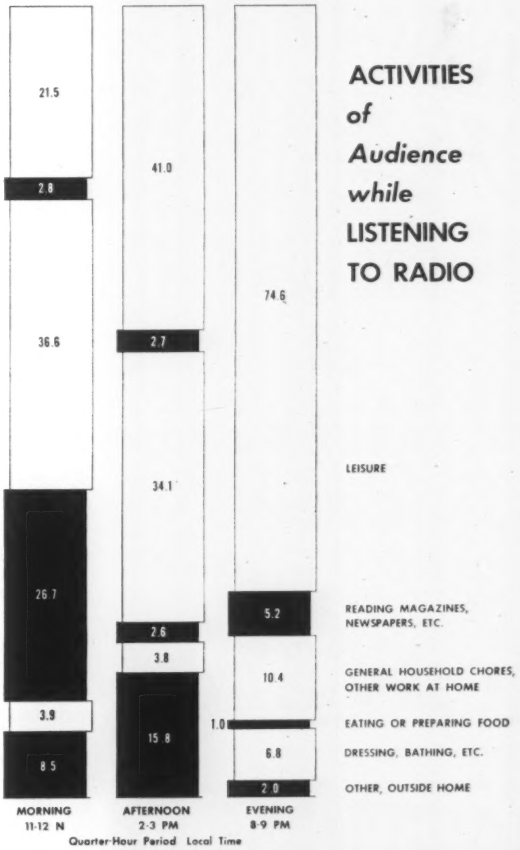
ROOM LOCATION

of Household Radios



Charts on this and opposite page prepared by Mutual research department.

ACTIVITIES of Audience while LISTENING TO RADIO



The best way to sell the KANSAS FARM MARKET

use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW, WIBW-TV, KCKN

Rep. Capper Publications, Inc.

BMI "Pin Up" Hit

FORTUNE IN DREAMS

RECORDED BY

KAY STARR . . . . Capitol

PUBLISHED BY

STARSTAN MUSIC CORP.

BROADCAST MUSIC, INC.

589 FIFTH AVE., NEW YORK 36

NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

THE TELEVISION PERFORMER

AS A veteran news reporter and analyst, Eric Sevareid has had ample opportunity to learn the differences between radio and television from the performer's point of view. These differences are explained in the following extract from Mr. Sevareid's CBS Radio commentary the night of Sept. 23.

A LADY producer in New York says that television is turning out better child actors than radio did, because they aren't nailed down by the microphone; they feel *freer,* more natural and at ease.

As a fellow who has been nailed by microphones, and spiked by cameras and frequently felt pretty childish in both processes, it occurred to me that the public deserves to hear the truth from somebody on the performing, or gastric ulcer, end of the mike and the camera.

MR. SEVAREID

In a nutshell, the difference is that in radio you are paralyzed by one clean bullet, so to speak, the mike; whereas in television, you bleed to death from a dozen buckshot called camera, Teleprompter, cues, cards, monitors, lights, clock, film—*and* a mike. The post-shock treatment is different, too. Everybody understands what has happened to you in simple radio paralysis called mike-fright, so you are allowed to slink away alone while the normal healing processes of the body take over.

The multiple-injury phenomenon of television, however, has as yet no definitive cure; one diagnosis is as good as another and everybody wants to help with his favorite home remedy. So you do not slink away, unnoticed. You are assisted to the telephone immediately and propped up for an hour so you can hear friends, enemies, relatives and associates tell you everything you did wrong. You gratefully receive these opinions, too numbed then to realize that most of them are contradictory and cancel each other out; you then drag yourself to bed, awake in the morning and read the newspaper critics' opinions, by which time you are alert enough to notice they cancel each other out, too.

The process of conducting a television program from the wrong, or bull's eye, end of the camera can best be compared with the task of accurately charting the movements of each one of 37 bats suddenly let loose in a closed room. There is no requirement for eyes in the *back* of your head, but one in the top of your head helps to avoid cracking your skull on the overhanging microphone and eyes in each side of your head help you to watch the monitor at the right while watching the floor director at the left.

Perhaps I can make myself clearer by explaining what goes on back-stage, or back-camera, in terms of what *you* see on the little screen simultaneously. You see the performer change from a straightforward, trusting gaze to a sneaky look out of the corner of his eye. This means the red camera light didn't go on and he has to look at the monitor to see if *he's* on the air or if Miss America, on the film, is still dabbing at her tears.

You hear the performer hesitate, as though groping for a profound thought. This means the Teleprompter is slow and he's waiting for it to catch up.

You suddenly see the performer in a strange posture, resembling that of the praying mantis. This means the film has broken and the camera switched to him without warning.

I might add that the social term for television performing is technological over-employment. There is probably no area of American life today in which a share-the-work plan would be of more benefit; and I personally intend to vote this fall for whichever party adopts this plank in its program.

WARD SURVEY

(Continued from page 89)

shopping; days when it is heaviest; sex and age of shoppers; maximum at any given time, etc.

Drug trade—shopping for drugs.

Educational—children's exposure to tv and radio.

Electrical—average number of major appliances owned.

Hosiery—results of stocking distribution, classification of sizes.

Laundry business—number of homes equipped with washing machines, driers.

Medical—sleep habits; times arising or going to bed, by age and sex. Concurrent tv viewing with eating, etc.

Motion pictures—time spent in out-of-home leisure activities.

Police—times when no one is home; percent of homes unoccupied at various times.

Restaurants—time spent in restaurants, etc.

Tires—tire study, plus information about automobiles.

Reviewing the origin of the Ward survey—referred to as the "Ward Daily Living Habit Survey" or (on the theory that it shows the "who-what-when-where" of the radio listener) as the "Ward 4-W Survey," Mr. Puff said:

". . . Just as magazines several years back decided to investigate the state of their true worth in advertising through individual readership rather than the long-accepted yardstick of circulation, so did Mr. O'Neil and the Mutual organization want to ascertain the accurate value of radio in advertising through individual *Listenership,* rather than through the long-accepted 'radio-homes-reached' formula. Readership; listenership—their comparison is obvious and noteworthy."

LLANFAIRPWELGWYNGYLLGOGERYCHWYRNDROBWELLHANDYSSILIOGOGOGOCH

Just a little town in Wales—with the biggest name in the world.

In Big Aggie Land the biggest name in *selling* is WNAX-570, featuring the biggest names in consuming.

Perhaps one of the reasons for this is this: We've been serving our listeners with information and entertainment for the whole generation of radio.

And Big Aggie Land is one of the richest agricultural areas in the world—Minnesota, the Dakotas, Nebraska, and Iowa.

To be a big name in this market, see the Katz Agency.

WNAX—570

Yankton-Sioux City

CBS

Represented by The Katz Agency

WNAX-570, a Cowles Station, is under the same management as KVTV—Channel 9, Sioux City, the tv station reaching 32 farm-rich counties in Iowa, Nebr. and S. Dak. with 632,000 population, $746 million in '53 retail sales.

REPEAT PERFORMANCE

KHJ Hollywood is currently staging *News-Wheel,* a new program featuring a complete quarter-hour wrap-up of the day's local, national and international news and a weather forecast, broadcast live at 11 p.m. seven nights weekly, then transcribed and replayed in its entirely each quarter-hour until midnight. The station aims for a complete turnover of audience each 15-minute segment, with listeners able to tune in at any time during the hour and hear a complete broadcast. Advertisers, limited to four, will have a commercial message repeated once during each time segment.

WGY SALUTES COAL INDUSTRY

SPECIAL two-hour morning program saluting the hard coal industry during Anthracite Week was broadcast Sept. 24 from Lake Placid, N. Y., where the New York State Fuel Merchants Convention was in session. The broadcast was handled by Earle Pudney, daytime radio personality at WGY Schenectady, who built the show around the importance of the coal industry and the leading role played by members of the New York State Assn. in its modern development. Leaders in the coal industry appeared as his guests to discuss high spots in the observance of Anthracite Week.

DON'T YOU HEAR THEM BELLS

COPPER COWBELLS helped ring in the new 1,010 ft. tower and 87.1 kw ERP transmitter of WIBW-TV Topeka, Kan., Sept. 26, as that station staged a "real Kansas-style clambake" complete with a chuck wagon lunch. Elaborate invitations were sent out by the station in the form of a box containing a miniature copper cowbell and an invitation on a reply-postcard with an attached ticket to the event. A tour of WIBW-TV was conducted for guests. The invitation stated the new equipment would begin its use Sept. 26, pointing out its importance "to the people of Eastern Kansas."

STATION WITH APPEAL

BILLBOARD cheesecake is now being used by KUDL Kansas City, Mo., to catch listeners who traffic the highways and biways of that city. The billboards, which are set up by the station around the city, state, "anytime is KUDL time . . . 1380 on your radio dial." KUDL reports response has been "all but terrific."

RADIO STILL HAS LISTENERS

WHEN KWIZ Santa Ana, Calif., advertisers want listenership ratings, the station can supply them with ironclad proof that somebody listens. KWIZ saves the names and addresses of all persons who contact the station for any reason and has a "publishable circulation list" of nearly 10,000 people.

Who's Cordic? Ask Pittsburgh!

A STREETCAR named "Cordicar," an historic trolley redecorated and repainted to resemble a circus car, made its way through Pittsburgh as a climax to a month-long promotion conducted by KDKA there to herald the transfer of personality Rege Cordic from a local independent to the 5 kw Westinghouse outlet.

Pittsburgh Mayor David L. Lawrence issued a "proclamation" declaring "Cordic Day" and KDKA issued large simulated streetcar transfers which announced Mr. Cordic's transfer to "1020 on the dial." The station also issued written invitations to the city's top civic and newspaper people to hop aboard the antiquated trolley for a luncheon and a two-hour trip through the city.

The celebrated Mr. Cordic, in ringmaster's attire, served as host to the group. KDKA staffers, wearing paper mache animal heads, were stationed at the windows and in decorated convertibles which, with the station's mobile units, followed the police-escorted troupe. The Pittsburgh Railways Co. which cooperated in the promotion, assigned special switchers and crewmen to accompany the car and provided a railway emergency truck to follow the celebrants with spare parts for the relic, "just in case." The month-long preparatory promotion featured trailer trucks bearing signs which read: "Moving Cordic to KDKA." On-the-air, newspaper and magazine advertising backed up the stunt. Mr. Cordic made personal appearances on all local shows in addition to appearing on Bill Cullen's *Road Show* over NBC.

KDKA ★ MUSIC ★
KDKA
1020
ON YOUR
DIAL

MAYOR David L. Lawrence of Pittsburgh (r) greets "Ringmaster" Rege Cordic, KDKA personality, with a proclamation for "Cordic Day." The "conductor" waiting for the Mayor and guests to board the "Cordicar," is Karl Hardman, who does many of the 20 voices on the Cordic show.

EQUAL TIME

WOI-TV Ames, Iowa, Iowa State College tv station, is offering equal, free time to qualified candidates for U. S. Senator and Governor and attorney general of Iowa, beginning Oct. 11. The candidates will appear on a consecutive daily schedule excepting Saturdays and Sundays, each having a quarter-hour of time. Candidates may appear by themselves or bring family members or political supporters for discussions and interviews. The station is preempting its regular programming to carry the political telecasts. WOI-TV does not sell local or state advertising of any kind and says it has given equal time to qualified candidates in every primary and general election since 1952.

DIG THAT CRAZY DISC M.C.

A HEP disc m.c. that's really flying on cloud nine, Tony Bekas of WKAP Allentown, Pa., was welcomed home from his vacation recently with a party staged for him by his teenage fan club. The mayor of Allentown, Brighton Diefenderfer, presented the keys to the city to Mr. Bekas at the event which swarmed with cake-and-souvenir laden teenagers. Mr. Bekas, who conducts his programs in "bop" talk, in turn gave the mayor the key to the land of WKAP.

THIS LION'S NOT LYING

"I AIN'T LION . . . KVAS sends me!" says a not-so-ferocious, but rather jazzy-looking lion on the front of a yellow and brown file folder being sent to advertisers and agencies by KVAS Astoria, Ore., as he sits and listens to the "music, news and sports station." The brochure stresses that KVAS serves the Lower Columbia area, "a complete 'dead spot' for daytime outside reception . . . and for most nighttime reception." The brochure also points out that each year thousands of vacationers visit the area for fishing, swimming and relaxation.

WNBQ (TV) GOLF BROCHURE

MAILING PIECE, in the form of a match folder, coupling golf aids with a sales message, has been sent to advertisers, agencies and prospective clients by WNBQ (TV) Chicago. The brochure, stressing station claims for programming, facilities and audience, reads, "Tee off—to news sales records—on the finest fairway in Chicago television—WNBQ—ch. 5 . . ." Three gold-colored plastic golf tees and a scoreboard are attached on the inside cover.

GOTTA GET UP EARLY

HOW EARLY do people get up these days? The pattern seems to be changing. CJAT Trail, B. C., which for many years has signed on at 6 a.m. daily, recently made a survey in its territory. It found that many workers arise at 5 a.m. to get to the industrial factories by 8 o'clock. As a result, CJAT is now signing on an hour earlier, at 5 a.m.

CONVICT CAPTURE COVERAGE

WJDX-WLBT (TV) Jackson, Miss., claims to have been the first station in the area that gave complete coverage of the capture of two escaped prisoners from Hinds County Jail there. The fugitives, according to the station, beat several persons making their escape Sept. 10. One of those, a jailer, died. They were at large

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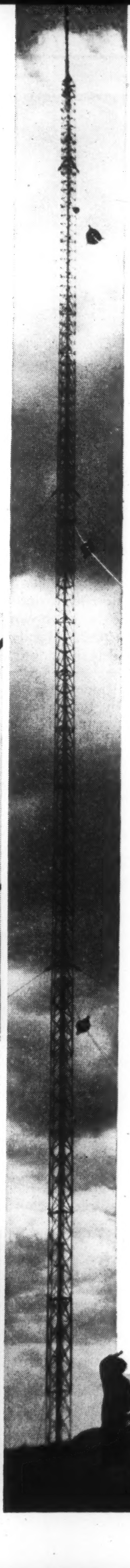


two towers designed by BLAW-KNOX provide three-way service

To gain maximum coverage within the FCC grant for television channel 9, as well as AM and FM radio, WSTV Steubenville, Ohio, required two radically different types of towers. So they came to Blaw-Knox.

The massive 800-foot Blaw-Knox TG type tower serves a dual purpose—as it rigidly supports a twelve bay, 8500-pound TV antenna and an FM radio antenna. Any interference with the AM signal transmitted from a nearby smaller tower is eliminated by base and guy insulators. Of triangular cross-section, 8-foot to a side, this large guyed tower has solid round rods with welded connections, double-laced angle bracing, heavy connecting flanges . . . and weighs 192,000 pounds.

By contrast, the comparatively slender but sturdy 275-foot Blaw-Knox type LT tower is the insulated vertical radiator for AM radio. This 3-foot triangular, guyed tower, double-laced for the full height, has specially formed corner legs for extra strength . . . yet weighs only 11,000 pounds.

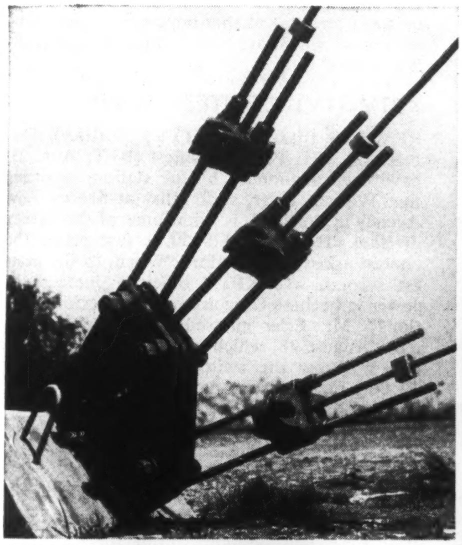
Designed and constructed to meet definite operating requirements . . . these towers typify the flexibility of our research, engineering, testing and fabricating services. And demonstrate our ability to provide towers to meet *your* specific conditions.

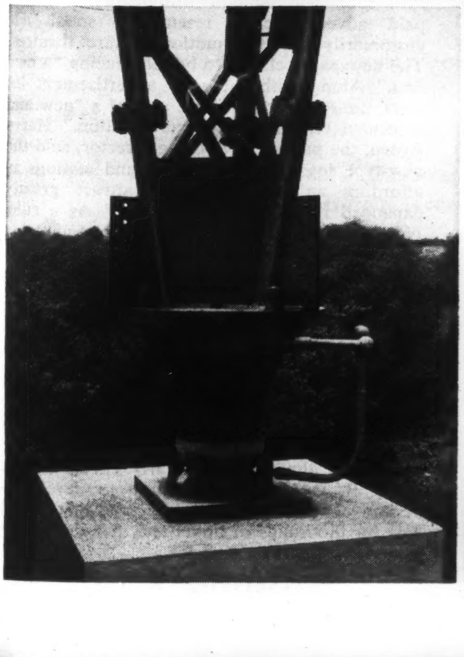
For more information about the many types of Blaw-Knox Antenna Towers, write for your copy of Bulletin No. 2417.

BLAW-KNOX COMPANY
BLAW-KNOX EQUIPMENT DIVISION • TOWER DEPARTMENT
PITTSBURGH 38, PENNSYLVANIA

BLAW-KNOX ANTENNA TOWERS

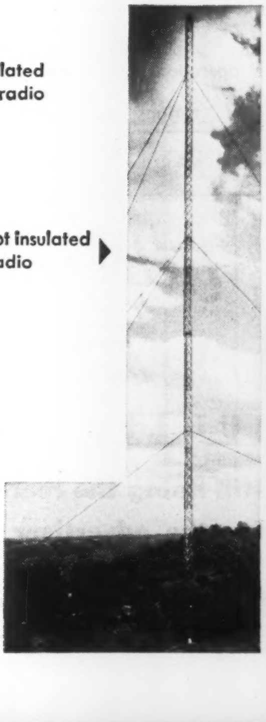
Guyed and self-supporting—for AM • FM
TV • radar • microwave • communications

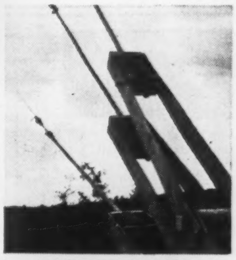


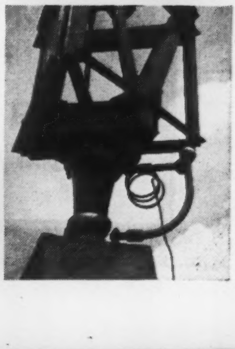


◀ Massive 800-foot insulated tower for TV and FM radio

Slender 275-foot insulated tower for AM radio ▶







for five days. WJDX and WLBT kept area residents informed of events until their capture when station newsmen and photographers obtained movies and pictures of the escapees and sound-on-film interviews from state police, some of which were shown on NBC-TV's *Today*. The stations report leading "all other media by at least 30 minutes . . ." with coverage of the conclusion of the story.

FREE TIME

COUPONS entitling the bearer to two one-minute spot announcements on KSDO San Diego were distributed among delegates at the recent California Grocers Assn. convention at Coronado, Calif. Attached to the coupons, to be presented to the station by the grocers' advertising agencies, were photostats of the latest KSDO Hooper rating.

WABC SLOGAN CONTEST

SLOGAN contest has been launched by WABC New York on its all-night music show, *Club 770*, for which listeners are invited to write slogans of 25 words or less on "Why 770 is the Spot on Dial." The contest will be held each week, with winners receiving prizes and a guest appearance on the post-midnight show.

KABC-TV PLUGS DISNEYLAND

KABC-TV Los Angeles had its own booth at Los Angeles County Fair in Pomona, Sept. 17-Oct. 3, designed by Walt Disney Studios. Featured there were a miniature model display of the moat-enclosed Disneyland castle and an eight foot black-lighted mural of Disneyland, the $9,000,000 amusement park which will be completed next year. Another feature of the booth was information and promotion concerning the ABC-TV *Disneyland* series, which premieres Oct. 27.

NEW AGENCY BROCHURE

FORMAL ANNOUNCEMENT of the new Rippey, Henderson, Kostka & Co. advertising agency in Denver, formed by the merger of Arthur G. Rippey & Co. and Kostka-Bakewell & Fox Inc., is in the form of a brochure headed, "A *new dimension* in advertising comes to America's most dynamic market." The new dimension is "depth of creative service . . . more depth in planning . . . copy . . . research . . . art." The folder, complete with pictures of the agency in operation, carries short biographical sketches of the partners, several account executives and various other personnel. Clients served by Rippey, Henderson, Kostka & Co. are listed in the brochure, as well as past experience account executives of the agency have had serving various types of advertisers.

NO PARKING
WOR-TV's MILLION DOLLAR MOVIE
WOR-TV's MILLION DOLLAR MOVIE

THE TOP-HATTED sandwich board men with the umbrellas are advertising WOR-TV New York's "Million Dollar Movie" package, a group of 30 feature films. The promotion was carried off in advance of the station's first showing of the films Sept. 21. WOR-TV reports spending $50,000 in newspaper advertising in a month's period, carrying 100 spots weekly and distributing "Million Dollar Banknotes," in addition to various other promotions. Each movie is shown 16 times weekly, 7:30 and 10:30 nightly and on Saturday and Sunday matinees.

KVAL-TV COWBOY CELEBRATION

PROSPECTIVE cowboys and cowgirls, accompanied by their parents, helped KVAL-TV Eugene, Ore., celebrate the 100th telecast of *Big Roundup*, a western program conducted by Red Reynolds over that station. The one hour show featured western music, an informal visit with the Lane County, Ore., sheriff and a drawing for door prizes. Afterwards the youngsters were treated to ice cream and cake.

MAGNECORD BROCHURE

MAGNECORD INC. (magnetic tape recorder manufacturer), Chicago, is sending to stations and prospective clients a 10½ x 14", 12-page, color brochure advertising its new background music service. The brochure was prepared by Ross Roy Inc., New York, agency for Magnecord.

ALBERS FOOD CAMPAIGN

ALBERS SUPER MARKETS INC., operator of 68 food outlets in 21 cities and towns in Ohio and northern Kentucky, is conducting a 7-day-week, 52 week merchandising campaign through Radio Cincinnati, operator of WKRC-AM-FM-TV Cincinnati and WTVN-AM-TV Columbus, Ohio, and affiliated with WHIO-AM-FM-TV Dayton, Ohio. Simultaneous mass displays of merchandise advertised over those stations, totaling 10 per month per store, will be featured in the project. The campaign will be supplemented by advertising in daily and weekly newspapers in the market areas.

'EMMY LOU' SELLS KTNT

KTNT Tacoma, Wash., is staging a back-to-school promotion by printing text book covers illustrated with "Emmy Lou and Alvin" cartoons, which the station reports "has really caught on with the local high school set." Prepared through the cooperation of Consolidated News Features and the *Tacoma News Tribune*, distributor and outlet of the feature, respectively, the cartoons are printed on heavy butcher paper with KTNT's sales message on the back and one of four Emmy Lou and Alvin "poses" on the front. Local spot-buyers are distributing the covers which are now in their second printing.

KPTV (TV) CONTEST WINNER

RESULTS from KPTV (TV) Portland, Ore. (ch. 27), "Hi Power" contest [B•T, Aug. 23] have been announced by the station, reporting that William Erler, staff artist at Searcy Adv. Agency in Portland, is the winner of the agency division. He received $150 as first prize. The contest asked the question, "When, to the nearest second, will KPTV officially increase its power to become Oregon's most powerful tv station?" Mr. Erler guessed 40 seconds past 11 a.m., August 28, which was closest to the time KPTV threw the switch at 24 seconds past 12:06 p.m., the same day, increasing its power from 17.6 kw to 204 kw. A division of the contest for the general public was also sponsored by KPTV.

PAID RADIO-TV ADS

RADIO AND TV log listings in the *New York Post* soon will contain within their columns paid advertisements, resembling small ads customarily used by motion picture theatres. The newspaper claims to be introducing "a new first." Along with the paid advertisement inserts, the *Post's* logs will be part of a "new and expanded television and radio section." Harry Rosen, the paper's advertising director, said the new-type logs "serve sponsors and stations in affording an opportunity to attract greatly expanded radio and tv audiences." As a rule, New York papers do not charge for regular log listings. The *Post* ads, limited to one column and 40 lines, cost $1.75 per line, with 13, 26 and 52 time frequency discounts. The minimum space for an ad is five lines.

'A STORY OF TELEVISION'

DOCUMENTARY motion picture titled "A Story of Television" has been produced by Allen B. DuMont Labs for DuMont distributors, dealers and service organizations. The 14-minute film traces the early efforts of Dr. Allen B. DuMont in his quest to develop a reasonably priced cathode ray tube that would last for thousands of hours and also deals with tv in its experimental stages.

The LATEST
WCKY
STORY

Celebrating
25 years of
PUBLIC SERVICE
and still doing the real
job for the advertiser

WCKY

What can you do with $148?

$148 offers you a hatful of choices. You could have Scotch grouse and champagne for less. Or you might buy a handsome sports coat, or even give your wife a few weeks of extra maid service!

Or, if you want *advertising values* —

ON WOAY, $148 will buy 13 five-minute spots!

WOAY, Oak Hill, is West Virginia's second most powerful station.

WOAY covers 21 West Virginia counties.

WOAY delivers a total Nielsen audience of 102,200 radio homes — an average daily Nielsen audience of 51,320 radio homes!

Write direct for full details.

WEST VIRGINIA STATION COVERAGE DETAIL

Radio Homes in Area	NCS Area	No. of Coun-ties	DAYTIME					
			4-Week Cum.		Weekly		Average Day	
			NCS Circ.	%*	NCS Circ.	%*	NCS Circ.	%*
20,370	FAYETTE	1	18,490	90	18,220	89	10,150	49
18,190	GREENBRIER	3	15,490	85	15,130	83	6,720	36
66,940	KANAWHA	1	10,310	15	7,180	10	4,410	06
14,570	LEWIS	4	3,110	21	2,280	15	1,680	11
18,260	LOGAN	1	2,780	15	1,960	10	1,020	05
19,440	MERCER	1	8,000	41	6,480	33	3,990	20
14,290	NICHOLAS	3	11,450	80	11,080	77	6,620	46
23,930	RALEIGH	1	20,220	84	19,610	81	8,540	35
12,290	ROANE	4	2,720	22	1,990	16	1,460	11
16,750	WYOMING	2	9,630	57	8,610	51	6,730	40
225,030	10 TOTAL	21	102,200		92,540		51,320	

*=% *of Radio Homes in Area*

WOAY

OAK HILL, WEST VIRGINIA

Robert R. Thomas, Jr., Manager
10,000 Watts AM—20,000 Watts FM

Committee Says $25 Million Invested in Educational Tv

TOTAL national investment of close to $25 million has been made in educational television in the last two years, the Joint Committee on Educational Tv has reported.

This is broken down by JCET as follows: $5 million from government (state legislatures and agencies); $2 million, school budgets; $3.5 million, commercial broadcasters (cash and equipment); $10 million, foundations; $4 million, business in general.

JCET also claimed that there are now 12½ million potential viewers living in the service areas of the presently operating educational tv stations. These are KUHT (TV) Houston; WKAR-TV East Lansing, Mich.; WQED (TV) Pittsburgh; WHA-TV Madison, Wis.; KQED (TV) San Francisco; WCET (TV) Cincinnati, and KETC (TV) St. Louis. KTHE (TV) Los Angeles ceased operation last month.

Help for educational tv stations was seen by the National Citizens Committee for Educational Tv in the plans of most manufacturers to include uhf in color tv receivers. It indicated that the following major set makers had made definite commitments along these lines: CBS-Columbia, GE, RCA, and Westinghouse.

NCCET's interest in uhf is based on the fact that two-thirds of the 251 reserved educational channels are uhf.

JCET helps educational groups apply for and build and operate stations after grants; NCCET aids local educational tv groups in organizing and raising funds.

Yankee Preparedness

OFFICIALS of WGBH-TV Boston, noncommercial educational station, are taking no chances on future hurricanes.

The tv permittee reported in the wake of Hurricanes Carol and Edna that the ch. 2 station's tower "will be constructed to withstand a wind velocity of 135 mph." Prof. Charles F. Brooks, director of Harvard's Blue Hill meteorological observatory, has prepared a detailed report of weather conditions on Great Blue Hill [tower site] since 1886 and calculated probable wind velocities during a 100-year period.

Using these calculations, the consulting engineering firm of Jansky & Bailey, Washington, and RCA collaborated in preparing specifications for the tower, which is being built by Lehigh Structural Steel Co. and will be erected, starting Oct. 1, by Gunnar R. Olsen Corp.

NAEB 30th Convention To Exhibit Equipment

MORE than a dozen distributors will display station equipment to educational broadcasters at the National Assn. of Educational Broadcasters' 30th convention Oct. 27-30 at the Hotel Biltmore in New York.

According to NAEB, the exhibition is the first formal showing at the convention "and is keynoted to the quickening pace of educational tv."

Recognition to tv also will be given at a tv workshop scheduled for NAEB member stations which are slated to go on the air. C. S. Bidlack, NAEB consulting engineer, will preside. The group will visit plants and stations in the New York area in addition to holding exhibition sessions. Hours of the exhibition, to be located in the Bowman Room and open to nonmembers upon registration, are 10 a.m.-6 p.m., Oct. 27; 11 a.m.-9 p.m., Oct. 28; 10 a.m.-6 p.m., Oct. 29 and 10 a.m.-2 p.m., Oct. 30.

Exhibitors include Adler Communications Labs, Alford Mfg. Co., Ampex Corp., Assn. Conventions Exhibits, Audio-Master Corp., Collins Radio Co., Dage Electronics Div., Allen B. DuMont Labs, Folkway Records, General Communications, General Precision Lab, International Business Machine Corp., Joint Committee on Educational Television, Merit Watch Co., National Citizens Committee for Educational Television, Presto Recording Corp., Raytheon Mfg. Co., Television Specialty Co., Willys Motors Inc. Electronics Division. Seymour N. Siegel, director, WNYC New York, is the convention's general chairman; A. Alan Levin, assistant program director of WNYC, is chairman of the exhibition committee, which includes George Jennings, WBEZ (FM) Chicago; Carl Menzer, WSUI Iowa City, Iowa; Paul B. Rickard, WDET-FM Detroit; Robert Schenkken, WUNC-TV Chapel Hill, N. C., and John Schwarzwalder, KUHF (FM) Houston. Campbell-Fairbanks Assoc., New York, will manage the exhibition.

EDUCATION PEOPLE

Hugh N. Davis Jr., formerly newsreel sound mixer, Fox Movietone News, Washington, to radio, tv and film dept., Miami U. (Fla.), as technical operations instructor and in charge of sound engineering.

Dan O'Conner and **Negia Gilpin** to radio-tv dept., Indiana U., Bloomington, Ind., as assistant professor-continuity director and women's, children's and social service program director, respectively.

Wallace Hutchinson, promotion manager, John Poole Broadcasting Co., Hollywood, adds duties as instructor, broadcast sales and promotion, Columbia College of Chicago (professional radio-tv school), Los Angeles branch.

Flora Rheta Schreiber, writer and educator, is directing "Radio and Film Writing" workshop at New School for Social Research, N. Y.; **Arno Huth** is conducting 15-week "Communication of Ideas" course at school.

RADIO & TV
SURVEYS
tell us that
WHBF am-tv
CBS FOR THE QUAD-CITIES
are the
QUAD-CITIES'
FAVORITES!

Les Johnson, V.P. and Gen. Mgr.

QUAD-CITIES
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK
IOWA
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS

Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc.

HOTEL
New Weston
MADISON AT 50TH
English Lounge
Meeting place
of show business

So close at hand
So very good
Two of the finest hotels in New York are just "around the corner" from CBS, Dumont or NBC. Beautifully decorated rooms and suites for permanent or transient residence. Ideal headquarters.

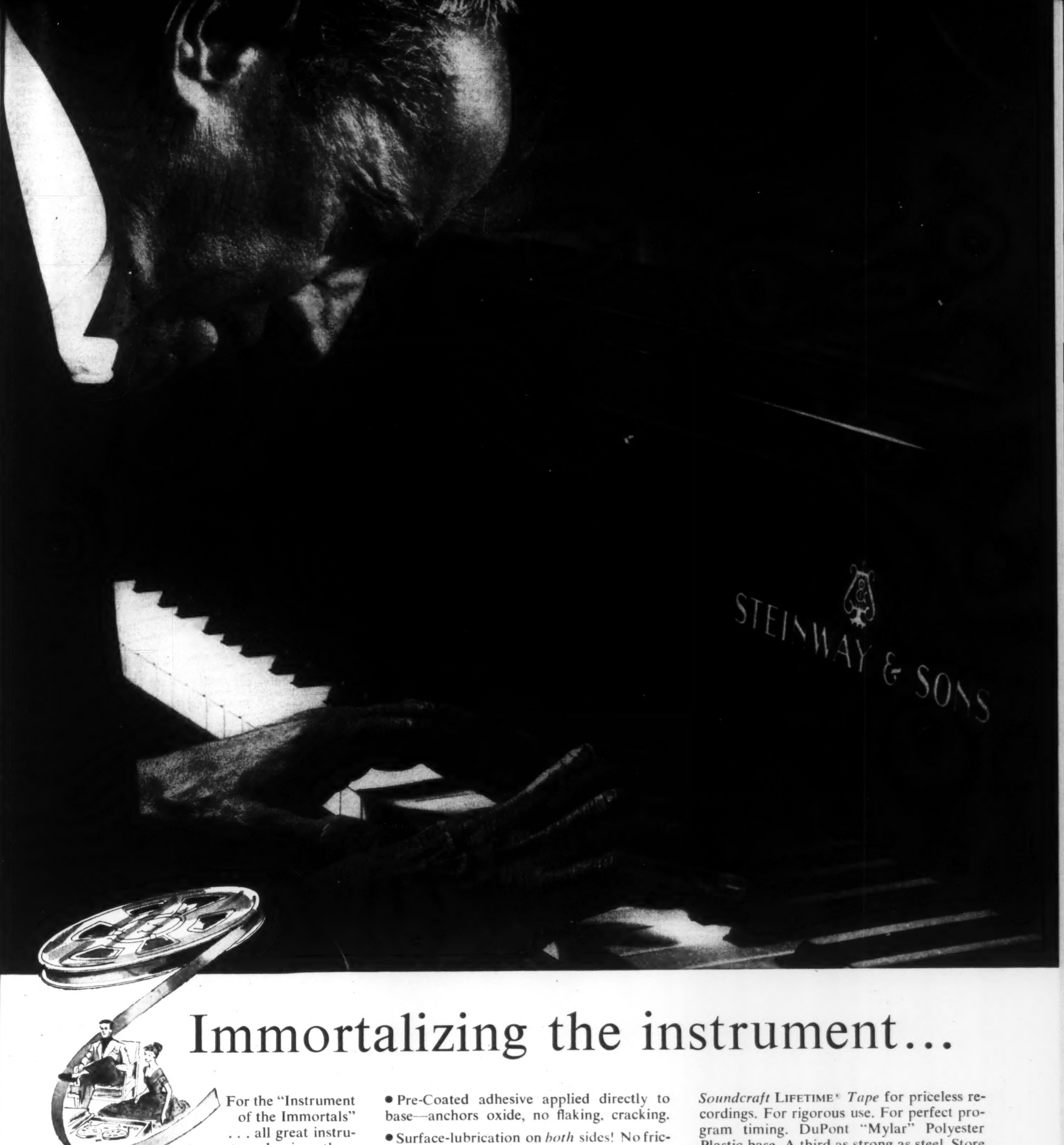
HOTEL
Berkshire
MADISON AT 52ND
Barberry Room
Where the celebrities
go after theatre

KNOTT HOTELS

BROADCAST AUDIO
and
PHASOR DESIGN
ENGINEERS

Immediate opening in expanding engineering department for men experienced in audio or phasor designing. Complete employee benefits. Salary open. Send complete details and photo.

Gates Radio Company
Quincy, Illinois



Immortalizing the instrument...

For the "Instrument of the Immortals" . . . all great instruments and voices, there are now magnetic recording tapes of matching quality. They are Soundcraft Tapes, created by engineers with the maximum of recording experience.

We believe them to be the world's finest tapes, because Soundcraft Tapes *alone* combine:

- Constant depth oxide for uniform middle- and low-frequency response.
- Micro-Polished® coating, a patented Soundcraft process that eliminates unnecessary head wear and gives uniform high-frequency response right from the start.
- Pre-Coated adhesive applied directly to base—anchors oxide, no flaking, cracking.
- Surface-lubrication on *both* sides! No friction, no chatter, no squeal.
- Chemical balance throughout to prevent cupping, curling, peeling, chipping.
- Uniform output of ±¼ db. within a reel, ±½ db. reel-to-reel.

SOUNDCRAFT TAPES FOR EVERY PURPOSE

Soundcraft Red Diamond Tape for all high-fidelity recording.

Soundcraft Professional Tape for radio, TV and recording studios. Splice-free up to 2400 feet. Standard or professional hubs.

Soundcraft LIFETIME® *Tape* for priceless recordings. For rigorous use. For perfect program timing. DuPont "Mylar" Polyester Plastic base. A third as strong as steel. Store it anywhere. Guaranteed for a lifetime!

Get the Soundcraft Recording Tape *you* need today. Your dealer has it.

REEVES
SOUNDCRAFT
CORP. Dept. "Q 10"
10 East 52nd St., N. Y. 22, N. Y.

FOR EVERY SOUND REASON

THE WORLD'S FINEST TAPES...YET THEY COST NO MORE

SOUNDCRAFT
LIFETIME
MAGNETIC RECORDING TAPE

Station Authorizations, Applications

(As Compiled by B • T)

September 23 through September 29

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis. — visual. kw — kilowatts. w — watts. mc — megacycles. D—day. N—night. LS—local sunset. mod. — modification. trans. — transmitter. unl. — unlimited hours. kc —kilocycles. SSA — special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	255	309	564[1]
Educational	14	18	32

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	279	120	399
Noncommercial on air	4	3	7

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	928	337	718	528	1,247[2]
Educational	55		28	27	55[3]
Total	983	337	746	555	1,302[4]

[1] Ninety-seven CPs (17 vhf, 80 uhf) have been deleted.

[2] One applicant did not specify channel.

[3] Includes 32 already granted.

[4] Includes 596 already granted.

FCC Commercial Station Authorizations As of Aug. 31, 1954*

	AM	FM	TV
Licensed (all on air)	2,590	537	105
CPs on air	13	24	†308
CPs not on air	113	10	165
Total on air	2,603	561	413
Total authorized	2,716	571	578
Applications in hearing	133	3	175
New station requests	163	6	14
New station bids in hearing	72	0	163
Facilities change requests	126	20	22
Total applications pending	763	123	241
Licenses deleted in Aug.	0	1	0
CPs deleted in Aug.	2	0	4

* Does not include noncommercial educational fm and tv stations.

† Authorized to operate commercially.

* * *

Am and Fm Summary through Sept. 29

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,611	2,599	135	147	72
Fm	561	537	38	4	0

New Tv Stations . . .

APPLICATION

Jonesboro, Ark.—Regional Bcstg. Co., vhf ch. 8 (180-186 mc); ERP 11.749 kw visual, 5.889 kw aural; antenna height above average terrain 309 ft., above ground 337 ft. Estimated construction cost $100,000, first year operating cost $120,000, revenue $140,000. Post office address Harold E. King, P. O. Box 794, Jonesboro, Ark. Studio and transmitter location Jonesboro, Ark. Geographic coordinates 35° 50′ 52″ N. Lat., 90° 39′ 51″ W. Long. Transmitter and antenna RCA. Consulting engineer Gary O. Sandstedt, Kansas City, Mo. Principals include co-owners **Harold** and **Helen King**. Applicant is licensee of KBTM-AM-FM there. Filed Sept. 23.

Existing Tv Stations . . .

ACTIONS BY FCC

KALB-TV Alexandria, La.—Alexandria Bcstg. Co. granted STA to operate commercially on ch. 5 to Jan. 20, 1955. Granted Sept. 22; announced Sept. 28.

WBUF-TV Buffalo, N. Y. — WBUF-TV Inc. granted mod. CP to change ERP to 149 kw visual and 74.5 kw aural; install new antenna, height about average terrain 416 ft. Granted Sept. 20; announced Sept. 28.

WUSN (TV) Charleston, S. C.—Southern Bcstg. Co. granted STA to operate commercially on ch. 2 until Feb. 17, 1955. Granted Sept. 21; announced Sept. 28.

WBTW (TV) Florence, S. C.—Jefferson Standard Bcstg. Co. granted STA operate commercially on ch. 8 until Jan. 25, 1955. Granted Sept. 23; announced Sept. 28.

APPLICATIONS

WGAN-TV Portland, Me.—Guy Gannett Bcstg. Services seeks mod. of CP (new tv station) to change ERP to 316 kw visual and 158 kw aural; antenna height above average terrain 626 ft. Filed Sept. 28.

KSL-TV Salt Lake City, Utah—Radio Service Corp. of Utah seeks mod. of CP (changes in tv station) to change ERP to 31.5 kw visual and 17.9 kw aural; designate studio location as 145 Social Hall Ave. (street name changes); antenna height above average terrain 3,936 ft. Filed Sept. 28.

New Am Stations . . .

APPLICATIONS

Sunnyslope, Ariz.—Donald L. Blackburn, 1290 kc, 250 w unlimited. Post office address 2027 E. Campbell, Phoenix, Ariz. Estimated construction cost $25,590, first year operating cost $23,800, revenue $400,000 (sic). Filed Sept. 20.

Pocomoke, Md.—Eastern Shore Bcstg. Co., 540 kc, 1 kw daytime. Post office address % G. Russell Chambers, 210 New Castle St., Rehoboth Beach, Del. Estimated construction cost $23,381.75, first year operating cost $50,000, estimated revenue $60.000. Applicant is owned solely by G. Russell Chambers, director of engineering for Rollins Bcstg. Co., am station operator in several cities, including WJWL Georgetown, Del. Filed Sept. 28.

Hillsdale, Mich.—Baw Beese Bcstrs., 1570 kc, 250 w daytime. Post office address % E. H. Munn Sr., 306 N. West St., Hillsdale, Mich. Estimated construction cost $9,000, first year operating cost $42,000, revenue $60,000. Principals include **Stanley W. White**, auto dealer, president (14.25%); **E. Harold Munn Jr.**, stockholder WTVB Coldwater, Mich., WSTR Sturgis, Mich., and WSHE Sheboygan, Wis. (construction permit), vice president (14.25%); **Guy Osborn**, insurance and real estate business, vice president (2.86%); **Lloyd V. Hickok**, appliance dealer, treasurer (8.57%); **E. Harold Munn Sr.**, college teacher and stockholder WTVB and WSTR, secretary (19.14%). Twenty other stockholders, including **Earl D. Seiple** and **Elmer D. Cheney** who have interest in WSTR. Filed Sept. 28.

Hopkins-St. Louis Park-Edina, Minn.—R. C. Brown, 950 kc, 1 kw daytime. Post office address R. C. Brown, 495 5th Ave. North, Hopkins, Minn. Estimated construction cost $26,940, first year operating cost $72,000, revenue $84,000. Mr. Brown is radio announcing school owner, president and 7.5% owner KXRA Alexandria, Minn., president and 40% owner KDLM Detroit Lakes, Minn. Filed Sept. 27.

Pendleton, Ore.—W. Gordon Allen, 1050 kc, 1 kw daytime. Post office address W. Gordon Allen, 260 Hansen Ave., Salem, Ore. Estimated construction cost $13,750, first year operating cost $36,000, estimated revenue $60,000. Mr. Allen is president and 59% owner of KGAL Lebanon, Ore.; one-third owner KGAE Salem, Ore., and sole owner of KLOQ Seattle, Wash., and KRGA Springfield, Ore. Filed Sept. 23.

Morgantown, W. Va.—Mountain State Bcstg. Co., 1470 kc, 1 kw daytime. Post office address % Glacus G. Merrill, 1200 E. Pike St., Clarksburg, W. Va. Estimated construction cost $20,900, first year operating cost $25,000, revenue $40,000. Principals include **Glacus G. Merrill, Marie B. Merrill** and **Fred Bailey**. Mountain State Bcstg. is licensee of WHAR Clarksburg, W. Va. Filed Sept. 22.

APPLICATION AMENDED

Rosedale, Md.—1360 Bcstg. Co. Amended application for new am station on 1360 kc 1 kw daytime DA to change studio location to Dundalk, Md.

APPLICATION DISMISSED

San Felipe, Calif.—Grant R. Wrathall. Dismissed application for new am station 1290 kc 1 kw day. Dismissed Sept. 28.

Existing Am Stations . . .

STATIONS DELETED

WABL Columbia, Miss.—Louis Alford, Phillip D. Brady and Albert Mack Smith d/b as Southwestern Bcstg. Co. of Miss. Forfeited CP for new am station on 980 kc 500 w daytime and call letters deleted. Deleted Sept. 29.

KTXA Paducah, Tex.—V. L. Hutchison, T. C. Stinson, Dawson Reid Jr., V. R. Jackson, G. R. Tippen and C. L. Robertson d/b as Paducah Bcstg. Co. Forfeited CP new am station on 1370 kc 500 w daytime and deleted call letters. Deleted Sept. 28.

PERMIT FORFEITED

WWHG Hornell, N. Y.—W. H. Greenhow Co. Forfeited CP to change from 1320 kc 1 kw day to 1420 kc 1 kw day, 500 w night DA-N. Action Sept. 28.

APPLICATIONS

KOSI Aurora, Colo.—David M. Segal tr/as Mid-American Bcstg. Co. seeks mod. of CP to increase power from 1 kw to 5 kw (1430 kc). Filed Sept. 22.

WMLT Dublin, Ga.—Dublin Bcstg. Co. Requests change from 1340 kc 250 w unl. to 1330 kc 1 kw day. Filed Sept. 29.

WWGS Tifton, Ga.—Tifton Bcstg. Corp. seeks to change from 1340 kc 250 w unlimited to 1430 kc 5 kw day. Filed Sept. 27.

WMAX Grand Rapids, Mich.—Joseph C. Hooker and Charles A. Sprague d/b as WMAX Bcstg. Co. seeks assignment of permit to WMAX Inc., new firm composed of same persons. Filed Sept. 28.

WAPF McComb, Miss.—Southwestern Bcstg. Co. of Miss. seeks change of frequency from 1010 kc to 980 kc. Filed Sept. 28.

KGON Oregon City, Ore.—Clackamas Bcstrs. seeks change from 1230 kc 250 w unlimited to 1520 kc 5 kw unlimited DA-N. Filed Sept. 27.

WBLT Bedford, Va. — Bedford Bcstg. Corp. seeks change from 1490 kc 250 w unlimited to 1350 kc 1 kw daytime. Filed Sept. 28.

WCLA Colonial Heights, Va.—Harry A. Epper-

ALLEN KANDER

Negotiator

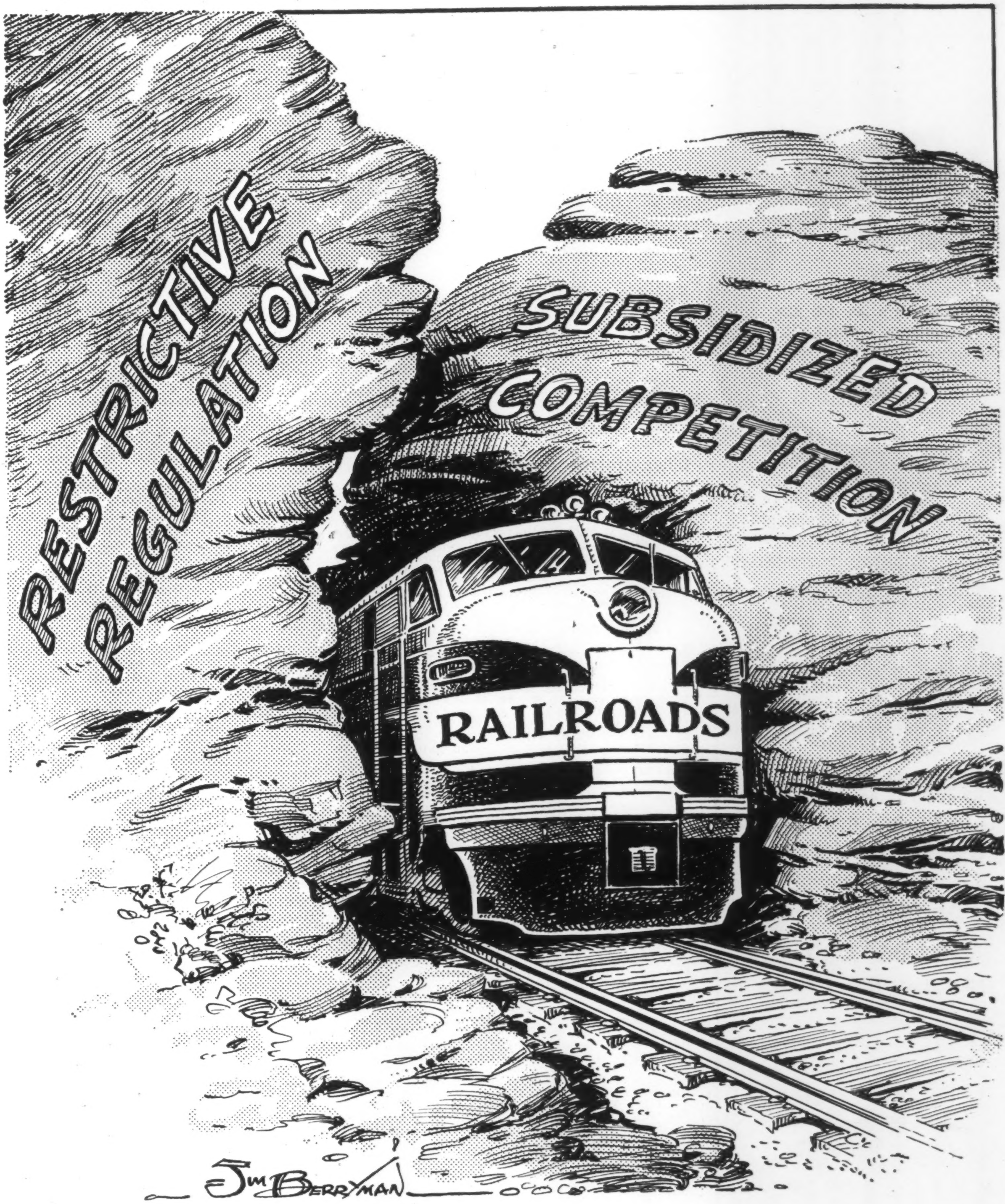
FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

1701 K St., N. W. • Washington 6, D. C., NA. 8-3233

Lincoln Building • New York 17, N. Y., MU. 7-4242

401 Georgia Savings Bank Bldg. • Atlanta 3, Ga., LAmar 2036

TIGHT SQUEEZE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RAILROADS
JIM BERRYMAN

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Transcription Library!

Buy and own your own library outright. Available either as a complete basic or your own selection of a partial...

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low cost family plan!
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STANDARD
RADIO TRANSCRIPTION SERVICES, INC.
360 N. Michigan Ave., Chicago 1, Ill.

WHLI
THE LONG ISLAND STORY

DOMINATES
Long Island's Big, Rich
NASSAU COUNTY
* * *
GENERAL MERCHANDISE SALES
$103,060,000
Tripled Since 1952
(Sales Mgt.)
* * *
WHLI has a larger daytime audience in the Major Long Island Market than any other station. (Conlan)

"THE VOICE OF LONG ISLAND"
AM 1100
WHLI
FM 98.3
HEMPSTEAD, LONG ISLAND, N. Y.

son Jr. seeks mod. of CP to change studio location to Colonial Heights-Petersburg, Va.

KBRC Mount Vernon, Wash.—Beckley Radio Co. seeks to increase day power from 500 w to 1 kw (1430 kc). Filed Sept. 29.

APPLICATION AMENDED

WDON Wheaton, Md.—Everett L. Dillard tr/as Commercial Radio Equipment Co. seeks to amend application for mod. of CP so as to delete request for change of frequency to 540 kc. Amended bid to seek power increase to 1 kw. Filed Sept. 23.

APPLICATION DISMISSED

WXOK Baton Rouge, La.—WXOK Inc. Dismissed application for mod. of CP (new am station) to change frequency from 1260 kc to 540 kc. Dismissed Sept. 28.

New Fm Stations . . .

APPLICATION

Elkhart, Ind.—Clarence C. Moore, 95.1 mc, ERP 4.35 kw, antenna height above average terrain 219 ft. Estimated construction cost $500 (plus equipment on hand), first year operating cost $12,000, estimated revenue $12,000. Applicant is owner of electronic equipment firm and applicant for new am station there. Filed Sept. 28.

Existing Fm Stations . . .

APPLICATIONS

WLRD (FM) Miami, Fla.—Mercantile Bcstg. Co. seeks mod. of license to change studio site to Miami Beach. Filed Sept. 28.

WGBH-FM Boston—WGBH Educational Foundation seeks mod. of license to change studio site to 84 Massachusetts Ave., Cambridge, Mass.

Ownership Changes . . .

ACTIONS BY FCC

KCJS-AM-TV Pueblo, Colo.—Star Bcstg. Co. granted voluntary transfer of control to Bankers Life and Casualty Co. to settle loan of $323,000. Bankers Life is owner of KGA Spokane, Wash. Principals include Pres. **John MacArthur** (30%); Vice Pres. **M. H. Wettaw** (10%) and Exec. Vice Pres. **L. J. Lehane** (10%). Granted Sept. 29.

KISJ (TV) Pocatello, Idaho—Tribune Journal Co. granted assignment of CP for ch. 6 to Eastern Idaho Bcstg. and Tv Co. (KWIK-AM-TV). There is oral agreement involving am equipment and other matters. KWIK will drop permit for its vhf ch. 10 facility and also am license (see KJRL below). Principals in Eastern Idaho include President **James M. Brady**; Vice President **Edwin F. McDermott** (8⅓%); Secretary-Treasurer **Frank C. Carman** (12½%); **Grant R. Wrathall** (12½%), and **J. Robb Brady Trust Co.** (41⅔%). KISJ also granted extension of completion date to Oct. 25. Granted Sept. 29.

KJRL Pocatello, Idaho—Radio & Tv Bcstg. Co. granted assignment of license to Pocatello Tv Corp. (Robert S. Howard, pres.). Stock transaction only. Conditioned to not being consummated prior to surrender by Eastern Idaho Bcstg. & Tv Co. of license for KWIK and permit for KWIK-TV (ch. 10) (see KISJ above). Involved is merger of Radio & Tv Bcstg. Co. of Idaho with Eastern Idaho Bcstg. & Tv Co. whereby license of KWIK is to be surrendered and call of KJRL changed to KWIK. Comr. Hennock dissented. Granted Sept. 29.

WFBR Baltimore—Baltimore Radio Show Inc. Granted transfer of control from Robert S. Maslin, deceased; J. Bartley Mattam Jr. and Frederick J. Singley Jr., trustees under voting trust agreement, to Messrs. Mattam and Singley and Frederick L. Wehr, voting trustees. No consideration. Granted Sept. 29.

WTAC Flint, Mich.—Trendle-Campbell Bcstg. Corp. granted voluntary transfer of control to Radio Hawaii Inc. for $91,000 and assumption of liabilities up to $196,182. Radio Hawaii Inc. is licensee of operator of KPOA Honolulu and is subsidiary of Tele-Trip Policy Co., aviation insurance. Principals include Pres. **John M. Shaheen**; Sec. **Philip Gandert,** and Treas. **Joseph P. Kane**. Granted Sept. 29.

KTRF Thief River Falls, Minn.—Henry K. Arneson granted assignment of license for $55,000 to KTRF Radio Corp., headed by D. L. Olson. Granted Sept. 29.

WMGM-AM-FM New York — Marcus Loew Booking Agency granted assignment of license to Loew's Inc., parent firm. No change in ownership. Granted Sept. 21; announced Sept. 28.

WCRE Cheraw, S. C.; Chesterfield Bcstrs. Inc. granted voluntary assignment of license to Three States Bcstg. Co. for $21,500. Three States Bcstg. is operator of WHJC Matewan, W. Va. Principals include President **Fred Morningston** (16⅔%); Vice President **Donna Bjork** (16⅔%), and Secretary-Treasurer **Fred A. Staples** (16⅔%). Granted Sept. 29.

KDDD Dumas, Tex.—North Plains Bcstg. Corp. granted voluntary transfer of control from J. M. and Inez L. Crabb to Lucian W. Spencer and William L. Spencer through sale of 210 shares of stock for $44,000. The Spencer brothers are associated in ownership and management of North Plains Telephone Co. Granted Sept. 29.

KTFS Texarkana, Tex.—Radio Station KTFS Inc. Granted transfer of control to Arthur D. Smith Jr., licensee of WCDT Winchester, Tenn., and 60% owner WMTS Murfreesboro, Tenn. Consideration $69,500. Granted Sept. 29.

APPLICATIONS

WSFA-AM-TV Montgomery, Ala.—Montgomery Bcstg. Co. seeks transfer of control and assignment of license to WKY Radiophone Co., licensee of WKY-AM-TV Oklahoma City, for $562,597.90. Principals in WKY Radiophone include **E. K. Gaylord,** president Oklahoma Pub. Co., president; **P. A. Sugg,** director Oklahoma Pub. Co., executive vice president; **Edward L. Gaylord,** vice president-treasurer Oklahoma Pub. Co., secretary-treasurer. Oklahoma Pub. Co., publisher *Daily Oklahoman, Oklahoma City Times* and *Farmer-Stockman,* owns 99.7%. Filed Sept. 27.

WJJJ Montgomery, Ala.—Southern Bcstg. Co. seeks voluntary transfer of control to Capitol Bcstg. Co. for $36,550 plus obligations totalling $55,000 owed by Southern Bcstg. Co. to its stockholders, E. Judkin Mathews, John C. Mathews, and Joseph G. Mathews. Principals in Capitol include: **Oscar P. Covington,** shoe business, president (13.89%); **Clara R. Covington,** vice president (13.89%); **Hugh M. Smith,** general manager WGWC Selma and WCOV-AM-FM-TV Montgomery, Ala., secretary-treasurer (2.78%); **Margaret Covington Milwee,** director (6.94%); W. I. Milwee, auto dealer (6.94%); **Ethel Covington,** director (13.89%); **Peggy Milwee Carlton,** director (13.89%); **Hazel C. Davies,** director (13.89%); **Earle B. Covington,** maintenance engineer (13.89%). Capitol plans to return its license of WCOV to the FCC when it gains control of WJJJ. Capitol's stockholders control WGWC, WCOV-AM-TV, and WGWD Gadsden, Ala. Filed Sept. 16.

WGAU-AM-FM Athens, Ga.—J. K. Patrick, Earl B. Braswell, Tate Wright and C. A. Rowland d/b as J. K. Patrick & Co. seeks assignment of license to J. K. Patrick Bcstg. Co., new corporation in which partners retain same ownership. Filed Sept. 23.

WKOA Hopkinsville, Ky.—Thomas F. Wood, A. W. Wood and Charles W. Stratton d/b as Pennyrile Bcstg. Co. seeks assignment of permit to new corporation of same name and ownership. Filed Sept. 13.

KUDL Kansas City, Mo.—David M. Segal seeks assignment of license to KUDL Inc. for $175,000. KUDL Inc is owned 78% by Mr. Segal, president. He also is principal owner WGVM Greenville, Miss., and is sole owner of KDKD Clinton, Mo., and KOSI Aurora, Colo. He has sold KTFS Texarkana, Tex. (see Actions by FCC above). Others in KUDL Inc. include **Freida F. Segal,** vice president-20% owner KTFS, 1%; **Harold Backum,** business manager KUDL, secretary-treasurer 10%; **Floyd Bell,** secretary-treasurer and 1% owner KTFS, director 3%; **Edward M. Guss,** station manager-vice president and 2% owner WGVM, director 2%; **Jack R. Stull,** commercial manager WGVM, 2%; **Leslie Eugene Abrahamson,** station manager KTFS, 2%; **Thomas F. Alford,** commercial manager KTFS, 2%. Filed Sept. 13.

KLCB Libby, Mont.—Lincoln County Bcstrs. Inc. seeks approval to prior transfer of control from Mary E. Coburn individually to herself and Mr. Coburn jointly. Mrs. Coburn, owner of 1,340 sh. (60.9%), in August 1953 sold total of 500 sh. to reduce her holding to 38.18%. Oliver G. Coburn, owner of 809 sh. (36.77%), sold 50 sh. to reduce his holding to 34.5%. Stock was sold at $10 per sh. to William F. and Agnes Hafferman to be held 275 sh. each (12.5%). Filed Sept. 14.

KCHS Truth or Consequences, N. M.—Ollie Louis Dennis and Gladys Pauline Dennis seek as-

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signment of license to Rex A. Tynes, consulting engineer, for $13,500. Filed Sept. 16.

WWNY-AM-FM Watertown, WMSA-AM-FM Massena and WCNY-TV Carthage, N. Y.—Brockway Co. seeks transfer of control to John B. Johnson, heir and executor of estate of his mother, Jessie R. Johnson, deceased, principal stockholder. Filed Sept. 16.

KGAE Salem, Ore.—W. Gordon Allen, John B. Truhan and Justin H. Clark seek assignment of license to KGAE Inc., composed of Mr. Allen as president and 56.6% owner; John Truhan, vice president-33.3%, and Madeline Allen, secretary-treasurer 10%. Mr. Clark has filed suit for dissolution of partnership and to determine value of his interest. Mr. Allen also is majority owner of KGAL Lebanon and Cottage Grove, Ore., and one-third owner of KGAE Salem, Ore. Mr. Truhan is executive director of KGAL and part owner of KSGA and KGAE. Filed Sept. 14.

WDAS Philadelphia—Max M. Leon Inc. seeks assignment of license to Friendly Bcstg. Co. for $72,000. Principal in Friendly is **Richard Eaton,** chief owner WJMO Cleveland and United Bcstg. Co., operator WOOK Washington, WINX Rockville, Md., WSID Essex, Md., WANT Richmond, Va., and WARK Hagerstown, Md. UBC also holds permits for WOOK-TV Washington and WTLF (TV) Cumberland, Md. Filed Sept. 23.

WJZM Clarksville, Tenn.—Elmer T. Campbell and John Parry Sheftall d/b as Campbell & Sheftall seeks involuntary assignment of license to new partnership of same name composed of Mr. Sheftall and Gladys W. Campbell, executor and heiress of estate of Mr. Campbell, deceased. Filed Sept. 28.

KNEL Brady, Tex.—G. L. Burns. Application for involuntary assignment of license to Gene M. Burns, executor of estate of G. L. Burns, deceased. Filed Sept. 27.

WBPA Virginia Beach, Va.—J. S. Banks, J. P. Guzzy, J. L. Hoarty Jr., W. W. McClanan Jr. and J. P. Sadler d/b as Virginia Beach Bcstg. Co. seeks assignment of permit to Virginia Beach Bcstg. Corp., new firm of same ownership. Filed Sept. 28.

KMO Tacoma, Wash.—KMO Inc. seeks assignment of license to Tacoma Radio Corp. for $200,000. Carl E. Haymond is chief owner of KMO Inc. Tacoma Radio Corp. includes **J. Archie Morton**, former assistant to president of KIRO Seattle, president and 25% owner; **Clara H. Morton,** vice president 25%; **Charles D. Hunter Jr.**, partner in law firm of Eisenhower, Hunter, Ramsdell & Duncan, secretary-treasurer 25%; **Louis H. Hunter,** vice president 25%. Filed Sept. 10.

Hearing Cases . . .

ACTIONS BY FCC

Newton, Iowa—Newton Bcstg. Co.; Trenton, Mo.—Trenton Bcstg. Co. Granted petition of Newton for leave to amend its application to specify 1280 kc 500 w day DA in lieu of 1490 kc 100 w unl. and for removal of said application from hearing docket. Retained in hearing application of Trenton (Dockets 11133, 11132). Action Sept. 28; announced Sept. 29.

Tv Allocation—On request of Dept. of Education of Puerto Rico, the Commission extended to Oct. 4, **1954**, the time for filing comments in Docket **11129** which involves proposed rule making to substitute tv ch. 11 for 6 in San Juan, and 6 for 11 in Caguas; extended to Oct. 14 the time for filing replies. Action Sept. 22; announced Sept. 23.

Toledo, Ch. 11—By order of Sept. 22, Commission denied motion filed by Toledo Blade Co., Toledo, Ohio, for review of examiner's ruling denying its petition for leave to amend its application to show, among other things, changes in composition of its board of directors, in re proceeding involving ch. 11 in Toledo, Ohio (Dockets 11084 et al.; BPCT-262 et al.). Announced Sept. 23.

Seymour, Tex., 1230 kc—By orders of Sept. 22, Commission (1) denied second petition filed by William C. Moss for reconsideration and grant without hearing his application for modification of license of station KSEY Seymour, Tex., to increase power from 100 w to 250 w, unlimited time on 1230 kc (Docket 10218; BML-1473); and (2) removed KWTX Waco, Tex., as party to proceeding and made station KADA Ada, Okla., party thereto, and granted petition of Chief, Broadcast Bureau to amend hearing issues. Announced Sept. 23.

Levittown, Pa., 1490 kc—By orders of Sept. 22, Commission (1) granted petition filed by Levittown-Fairless Hills Bcstrs. insofar as it requests that Commission direct Drew J. T. O'Keefe, Jack J. Dash and William F. Waterbury to specify, within 30 days, a definite site for location of their proposed antenna system in application for new am station in Levittown-Fairless Hills, Pa.,

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Joe Marsh

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which is in consolidated hearing with applications of Levittown-Fairless Hills Bcstrs., Levittown, Pa., and Mercer Bcstg. Co., Trenton, N. J., all seeking new am station to operate on 1490 kc 250 w unlimited time; and (2) granted petition of O'Keefe, et al., insofar as it requests enlargement of issues to permit inquiry into the question of whether Levittown-Fairless Hills Bcstrs. is real party in interest in station it proposes, and denied petition in all other respects (Dockets 10931 et al.; BP-8714 et al.). Announced Sept. 23.

WOW Omaha and KCSJ Pueblo, Colo.—By order of Sept. 22, upon petition therefor, Commission (1) set aside its action of July 21, 1954, which dismissed, for lack of prosecution, applications of Star Bcstg. Co. for modification of license of station KCSJ Pueblo, Colo., to change from DA-N to DA-1 and for renewal of license; (2) granted request for amendment of modification application to change name to D. D. Kahle and R. L. Clinton Jr. d/b as Star Bcstg. Co., and granted said application as amended; (3) granted petition to change name on renewal application similarly; and (4) granted joint petition of Star Bcstg. Co. and Meredith WOW, Inc. (WOW), Omaha, Neb., to remove their applications for renewal of license from hearing docket, and granted renewal of licenses of stations KCSJ and WOW (Dockets 9785-86; BR-686, 1610). Announced Sept. 23.

Opinions and Orders . . .

ACTIONS BY FCC

Proposals on Zone 1 vhf Height-Power—By notice of proposed rule making, the Commission invites comments to petitions filed by WBEN Inc. (WBEN-TV, ch. 4), Buffalo, N. Y., and WSAZ Inc. (WSAZ-TV, ch. 3), Huntington, W. Va., requesting amendment of Sec. 3.614(b) so as to provide for use of maximum powers on all tv channels and zones with antenna heights up to 2,000 ft. and for appropriate reductions in power with antenna heights above 2,000 ft., thus applying a uniform rule on power limitations throughout the country by providing the same rule in Zone 1 as is presently provided in Zones 2 and 3. Present rules provide that maximum powers for Zone 1 chs. 2 through 6 (100 kw) and 7 through 13 (316 kw) may be used *only* with antenna heights not in excess of 1,000 ft. Comments may be filed on or before Nov. 26, 1954. (Comr. Hennock dissented.) Order Sept. 22; announced Sept. 23.

Routine Roundup . . .

September 22 Decisions

ACTIONS ON MOTIONS

The following actions on motions were taken as indicated:

By Comr. E. M. Webster

Harold M. Gade, Eatontown, N. J.—Granted petition for leave to amend his am application (Docket 11124; BP-9096) in order to specify changes in technical equipment, etc. (Action Sept. 21).

WRAG Carrollton, Ala.—Pickens County Bcstg. Co.—Granted petition for leave to intervene in the proceeding in re am application of WELO Tupelo, Miss. (Docket 11002; BP-8939) (Action Sept. 21).

Radio Assoc. Inc., WLOX Bcstg. Co., Biloxi, Miss.—Granted petition of Radio Assoc. for an extension of time to and including Oct. 8, within which replies may be filed to the exceptions to initial decision in re tv applications (Docket 10844-45) (Action Sept. 21).

By Examiner Charles J. Frederick

Seaton Pub. Co., Hastings, Neb.—Granted motion for continuance of hearing scheduled Sept. 22 to Oct. 6, in re application for tv ch. 5 (Docket 10965) (Action Sept. 21).

KTOE Mankato, Minn.—Minnesota Valley Bcstg. Co.—Granted petition for extension of time from Sept. 20 to Sept. 27 within which to file proposed findings in re application for am facilities (Docket 10592) (Action Sept. 21).

By Examiner James D. Cunningham

Chief, Broadcast Bureau—Granted motion for continuance of hearing from Sept. 29 to Oct. 13, in re application of WWBZ Vineland, N. J. (Docket 10133) (Action Sept. 20).

By Examiner J. D. Bond

Voice of Lake Tahoe, Zephyr Cove, Nev.—Ordered that hearing scheduled Oct. 15 in proceeding re new am station (Docket 11029; BP-9108), be continued until such time as may be established by subsequent order, because there is now pending another application for am facilities which would involve substantial interference with this application (Action Sept. 21).

September 23 Applications

ACCEPTED FOR FILING

License for CP

KAMO Rogers, Ark.—Radio Station KAMO. License to cover CP new am station and to specify studio location 114½ S. First St.

WKOA Hopkinsville, Ky.—Pennyrile Bcstg. Co. License to cover CP new am station.

WMAW Menominee, Mich.—Green Bay Bcstg. Co. License to cover CP increase power from 100 w to 250 w, operating on 1340 kc fulltime.

WJSB Crestview, Fla.—Crestview Bcstg. Co. License to cover CP new am station and specify studio location as end of W. First St.

WACR Columbus, Miss.—J. W. Furr. License to cover CP increase power daytime.

WABO Waynesboro, Miss.—New Laurel Radio Station Inc. License to cover CP new am station.

WWNH Rochester, N. H.—Strafford Bcstg. Corp. License to cover CP increase power.

Remote Control

Following stations filed applications for remote control operation of their transmitters: KVSM San Mateo, Calif.; WKAM Goshen, Ind.; WCMC Wildwood, N. J.

License Renewal

Following stations filed applications for renewal of license: WFNS Burlington, N. C.; WMNC Morganton, N. C.; WOHS Shelby, N. C.; WSIC Statesville, N. C.; WCPS Tarboro, N. C.; WAAA Winston-Salem, N. C.; WPAL Charleston, S. C.; WLBG Laurens, S. C.; WFGN Gaffney, S. C.; WCRS Greenwood, S. C.; KGO-TV San Francisco; WBKB (TV) Chicago; WBTV (TV) Charlotte, N. C.; KNBH (TV) Los Angeles; WFNS-FM Burlington, N. C.; WCOS-FM Columbia, S. C.; WDNC-FM Durham, N. C.; WBBO-FM Forest City, N. C.; WAKE-FM Greenville, S. C.; WHNC-FM Henderson, N. C.; WHPE-FM High Point, N. C.; WNOS-FM High Point, N. C.; WLOE-FM Leaksville, N. C.; WOHS-FM Shelby, N. C.; WSPA-FM Spartanburg, S. C.; WCPS-FM Tarboro, N. C.; WAIR-FM Winston-Salem, N. C.

Modification of CP

WCOS-TV Columbia, S. C.—Radio Columbia. Mod. CP new commercial tv station for extension of completion date.

KTRB-TV Modesto, Calif.—KTRB Bcstg. Co. Mod. CP new commercial tv station for extension of completion date to 4-1-55.

WGN-TV Chicago—WGN Inc. Mod. CP changes in existing tv station for extension of completion date to March 1955.

KTVH (TV) Hutchinson, Kan. Mod. CP new commercial tv station for extension of completion date to 3-27-55.

KLIF-TV Dallas, Tex.—Trinity Bcstg. Corp. Mod. CP new commercial tv station for extension of completion date to 4-11-55.

September 27 Applications

ACCEPTED FOR FILING

Modification of License

(New) Columbus, Ga.—Muscogee Bcstg. Co. Mod. CP (which authorized new am station) for approval of ant.-trans. site at Snyder Ave., 0.2 mi. W of Ingersol St., Phenix City, Ala., and

(Continued on page 107)

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RADIO

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Sales manager—5 figure financial opportunity and excellent future for real producer. Salary, liberal commission and travel expenses. Box 88E, B•T.

Salesmen

Florida: Salesman. Fulltime independent. Fine opportunity for energetic worker. Box 655E, B•T.

Established network station needs commercial man for expanded sales program. Good town. Money making station. Apply by letter only, giving biographical sketch, experience and reference. Box 660E, B•T.

Texas station needs additional salesman. Straight salary plus commission and car allowance. Excellent opportunity for man formerly P.D. or announcer who wants to earn more money. Box 730E, B•T.

Experienced salesman-announcer for 1kw southern independent. Prefer southerner who is looking for permanent position in a one station market. Send complete details to Box 760E, B•T.

Experienced salesman for southern kilowatt daytime independent in single station market. Good salary-commission to a man who can take complete charge of commercial department. Send complete details to Box 761E, B•T.

Lifetime opportunity—growing midwest MUZAK franchise needs top salesman. No investment but persistence required. Box 767E, B•T.

Want salesman with indie background for kilowatt in single station market. Liberal salary plus percent on gross to the right man. No invenstment required. Box 850E, B•T.

Announcers

1st combo, salesmen and announcers. **Indiana.** Box 485E, B•T.

Florida: Staff announcer-DJ who can specialize as hillbilly DJ. Chance to sell on your show. Send tape and resume. Box 623E, B•T.

Opportunity for good air salesman with first phone at 5 kw in progressive southern small city. Box 832E, B•T.

Combination announcer-engineer, first class license. Southern network station. Must be stable. Starting pay $80, 40-hour week. Box 884E, B•T.

Excellent opportunity for experienced announcer-salesman from middlewest or west for farm-ranch area. Contact KCNI, Broken Bow, Nebraska.

Have immediate opening for good announcer, first phone preferred but not essential. $70.00 starting. Send tape, resume and date available to Jack Pink, KWCO, Chickasha, Okla.

Wanted—One hillbilly announcer; one good morning man, one combo man with first ticket. Send all details and salary expected, WHNC, Henderson, N. C. Phone 7136.

Need sports & play-by-play—some experience, 52 week job on staff, heavy basketball. Talent. State minimum salary, tape, resume to Udell, WIMS, Michigan City, Indiana.

Announcer—operator, first phone. Preferably capable sports, emphasis announcing all consider for vacancy. Michigan 5 kilowatt independent. WTVB, Box 32, Coldwater, Michigan.

Technical

Chief engineer for N. C. daytimer with remote control. Want settled experienced man who will maintain equipment. Some announcing ability preferred for relief work but not absolutely necessary. Good position for second engineer who wants to move up. Apply Box 777E, B•T.

RADIO

Help Wanted—(Cont'd)

5 kw in southeastern town wants chief. Permanent, secure, good working conditions. Give references, experience, salary requirements. Box 831E, B•T.

Wanted—Chief engineer. Fulltime 5 kw directional, eastern metropolitan market. Previous experience as chief not required, however, must know maintenance and construction. Salary open. Also need transmitter engineers. If you can do some announcing, it's in your favor. Write, wire or phone. Box 834E, B•T.

Wanted: Engineer-announcer, permanent position, no floaters, best of working conditions, start $56.00 for 40 hours. Send tape, KPOW, Powell, Wyoming.

First phone operator. Immediate opening. Give full particulars first letter. WASA, Havre de Grace, Maryland.

Engineer, first phone, wanted immediately. Directional experience desired. Station now under construction. Send resume and availability to Al Dubenetsky, Chief, WICH, Norwich, Connecticut.

Production-Programming, Others

Opening for experienced female continuity writer in one of the south's best radio stations. Above the average position. Give full details including experience and photograph. Box 872E, B•T.

Situations Wanted

Managerial

Manager available. New or established small station. Excellent record, references. Box 771E, B•T.

Experienced small station manager with 1st engineer license desires greater opportunity. Experienced all phases. South only. Box 839E, B•T.

Excellent background broadcasting, selling. Interested managing small radio or tv station, northeast. Fine references. Box 857E, B•T.

Manager, fully experienced in programming, promotion, sales, announcing and engineering. Small station and independent operations. Young, good education, family. Box 858E, B•T.

General manager radio station or sales manager television station available immediately. Twelve years executive experience sales and management metropolitan radio markets. Well known. Many character references. Locate anywhere. Out because of station sale. Box 886E, B•T.

Salesman

Need a good salesman, radio-tv? Four years experience. Excellent sales record, best references. Stable operation only. Box 801E, B•T.

Top drawer salesman—eight years radio and tv. Married, family. Degree in advertising and management. Want top opportunity in market over 150,000. Executive material. Box 849E, B•T.

Announcers

Negro announcer—DJ. Tape, references. Trained voice. Mr. Rhythm and Blues. Box 804E, B•T.

Good music and newsman. 3 years, B.A. degree, married, draft exempt, employed. Northeast progressive station. Money and opportunity essential. Tape, resume. Box 827E, B•T.

Some experience, easy delivery, prefer small station. Draft exempt, car. Box 830E, B•T.

RADIO

Situations Wanted—(Cont'd)

Play-by-play basketball, news and special events work and exceptionally strong on commercial copy. Tape on request. Prefer the West or Middlewest. Married. Box 835E, B•T.

Top-notch sports announcer, available soon, present station de-emphasizing sports. Interested only in top sports station and in permanency. Best references. Eight years radio, two tv. Box 836E, B•T.

Announcer-staffer with experience . . . news, special events, top hillbilly DJ. Desires eastern U.S.A. Available in two weeks. Box 838E, B•T.

Announcer. News specialist. Five years experience. Best references. College graduate. Box 842, B•T.

First class engineer-announcer. 5 years experience. College graduate. Produce and run all types shows. Fully acquainted audio and rf equipment design, installation and maintenance. Can program and write copy. 30. Employed, wife, car. Tape. References. Box 847E, B•T.

Announcer—young experienced, strong on music and commercials, desire modern operation, in Michigan or good midwest and location. Box 867E, B•T.

Stop! Read this . . . Announcer with first phone . . . married . . . family . . . recent veteran . . . young and open minded with some experience . . . want California. Box 855E, B•T.

Announcer—draft exempt. Graduate Midwestern. Strong on news, music, sports and copywriting. Operate console. Tape, photo, available. Box 869E, B•T.

Woman announcer and DJ. Strong on woman's shows. Library experience. College graduate. Copy, continuity. Tape, photo, resume on request. Will travel. Box 870E, B•T.

Twenty-one years radio experience. Efficient tv button pusher. DJ, MC, PD. Box 876E, B•T.

Experienced announcer, 23, desires Florida job. Married, veteran. Available immediately. Box 883E, B•T.

Versatile—announcing, production, direction, acting. Strong background, enthusiastic outlook. Broadcasting school graduate; college. Veteran, 24, single. Tape, photo, resume and references available. Box 887E, B•T.

Experienced DJ—6 years experience. Smooth, polished DJ delivery. Conversational, Steve Allen type. Production-minded. Canadian, now living U. S. Have visa. Available immediately, radio or tv. Box 889E, B•T.

Young man. Limited experience. Good background. Vet. Sober, reliable, married, would like a chance. Third class ticket. Tape on request. Bob Bell, 112 N. Mississippi Ave., Atlantic City, New Jersey.

Negro DJ. References. Walter Betner, 106-18 Rusco Street, Jamaica, N. Y.

Sportscaster—deejay-staff. **Strong play-by-play. Three years experience. College graduate, veteran. Prefer heavy music-sports station. Tape, resume. James H. Carrington, 228 Byrd, Scotch Plains, N. J.**

Experienced woman announcer-copywriter. Excellent references. Alice Lexa, Lonsdale, Minnesota.

Experienced announcer—emcee, interviews, news, records. Northeast preferred—consider other. Salary $85-up. Dave Scott, 106 Gold, Utica, N. Y.

One man radio-tv show: Nationally known "country" recording star, 10 years radio as vocal solo with guitar, disc jockey and MC. 4 years daily tv as "Western" solo, also "childrens show." Elaborate "cowboy" wardrobe and library, country, western and pop standards songs. Strictly sober and reliable, references. Phone 2-6319; Write P. O. Box 35, Nashville, Tennessee.

Announcers, writers, producers, familiar with sports, music, news; trained in all phases broadcasting. Available now. National Academy of Broadcasting, 3338 16th Street, N.W., Washington, D. C.

Station staff, light experience, news, sports, strong commercial talent. Single, veteran, reliable, travel, tape. Box 32, Glen Head, N. Y.

Technical

Engineer, experienced. Chief maintenance, remote, construction. Box 764E, B•T.

RADIO

Situations Wanted—(Cont'd)

First phone engineer, experienced transmitter, console, remotes, recordings and some combo. Box 846E, B•T.

Engineer-first phone, 6 years experience—control board, remote, transmitter. No announcing training, but willing to learn. Box 848E, B•T.

Ten years am studio, transmitter experience. Tv training video operation, first phone. Box 853E, B•T.

Engineer: Tops in experience, references. First phone. 28. Available immediately. Box 859E, B•T.

Chief engineer, experienced, fully capable entire station maintenance. Best references. Box 860E, B•T.

Engineer, first phone, available immediately, 20 months experience. Box 864E, B•T.

Graduate radio & television school. Vet. Single, license 2nd phone. Box 868E, B•T.

Engineer—6 years experience, studio, transmitter, remotes, recordings. Box 880E, B•T.

Engineer-first phone, one year am-fm, married, 26, veteran, draft exempt, sober, reliable, car. Available immediately. Lyle Lincoln, 223-04 144 Avenue, Springfield Gardens, New York.

Ten years am-fm, one year vhf television transmitter experience. First class license, car. Mr. Engineer, 206 Furman Street, Syracuse, N. Y., 75-8913.

Production-Programming, Others

Successful, experienced PD seeks executive position, larger station. Best references. Box 772E, B•T.

PD, six years experience radio-tv seeking supervisory position (programming, production, continuity) larger station. College graduate. Box 774E, B•T.

Available: Recently fired, toothache suffering news and sports director. Box 809E, B•T.

Newswriter-editor, light experience, recent army editor. Radio journalism graduate, 24. Network station preferred. Box 828E, B•T.

Two all-around newsmen, 21 years combined experience, now with 50 kw CBS basic, interested in honest news operations, small or large, as team or separately. Box 845E, B•T.

Program director: Production with sound background of successful programming and production in all phases of radio. Presently employed in Alaska, returning to states in October wants connection where NBC network background will be of value. Good straight announcer and newscaster. Experience includes continuity, commercial copy, publicity and promotion. Mature, aggressive and stable. Box 856E, B•T.

For lease: 17 years radio & tv. 2 years Mutual, writer for CBS, play-by-play for Don Lee. Married, children, college, ex-public relations officer, top references, presently program-production manager regional. Permanent job only. Programming, play-by-play, announcer-sales. What have you! Top announcer, top PD, eager for change. All inquiries answered. Tapes, etc., available. Saleable ideas, proven results. Available near future. Prefer west, will go anywhere permanently. Box 866E, B•T.

Top newsman. Writer-announcer now available. Ex-foreign correspondent. Experienced sales, local news, board work, copy. Box 878E, B•T.

TELEVISION

Help Wanted

Salesmen

Wanted experienced television salesman who knows creative selling. Prefer young aggressive man with ideas. Upstate New York. Send complete details to Box 522E, B•T.

Established important market New England uhf tv station has immediate opening experienced, aggressive salesman. Excellent guarantee and commissions. Protected accounts. If you can sell, this is unlimited opportunity, wire or write. Box 852E, B•T.

TELEVISION

Help Wanted—(Cont'd)

We need two top-flight men to sell television. Prefer radio or television background. Earning will be unlimited with good salary and extra liberal commissions. Successful four network station with strong local programming market area, 350,000. If interested, contact us immediately. Ron Litteral, WAFB-TV, Baton Rouge, La.

Announcer

Wanted: Television announcer-director for station in central Pennsylvania. Please state full experience in letter of application. Box 861E, B•T.

Immediate opening — good experienced announcer-combination man for all-around duties, tv-radio station. Send full details first letter to KSWM-TV, Joplin, Mo.

Technical

Midwest 100,000 watt pioneer tv station wants experienced engineer with first phone. Up to $350 per month to start depending on experience. Wage contract with graduated increases. Send photo—employment history—references. Box 713E, B•T.

Tv studio engineer, 1st phone, married. Currently employed in uhf, 7 months construction, maintenance, operation. 1 year radio studio, 1 year radio transmitter. Desires west coast. Will take other if good offer. Box 862E, B•T.

Tv technician for community antenna system Durango, Colorado. Send experience, salary, photo. Durango TV Net., 2354 S. Humbolt, Denver, Colorado.

Production-Programming, Others

Commercial artist position available with vhf television station. Must be good, versatile artist. Send art work samples and state experience, age, marital status, salary expected. Box 739E, B•T.

Situations Wanted

Managerial

General manager—commercial manager. Thoroughly experienced all phases uhf-vhf tv and radio. Outstanding background. Local, regional, national experience. Presently employed in above capacity with major market tv station. Brilliant success story. Can bring experienced personnel. Desire permanent location with stock proposition. Willing to work on percentage or salary and percentage. Box 757E, B•T.

Salesmen

Experienced radio and tv salesman desires locating with vhf station. Will travel anywhere for the right opportunity. Excellent references. Good solid sales record . . . both in radio and tv. Box 814E, B•T.

Technical

Tv-am engineer, 1st phone. 12 years experience all phases. Tv producer-director, sales, married, dependable, references, prefer New England. Box 837E, B•T.

Production-Programming, Others

Producer-director, currently employed, desires similar position. Experienced all phases television production and announcing. Young, single and ambitious. Present employers best references. Box 657E, B•T.

Tv program director. Ten years am-tv experience. Outstanding qualifications of executive ability, showmanship and know-how to direct all phases of integrated programming-production operations. Radio: Announcer, DJ, news editor, program director, station manager. Television: Top commercial announcer, air personality, senior producer-director midwest vhf. Freelance writer, current series for national exposure. College education, age 28, family man, civic leader, best references. Personal interview for sound, progressive tv station offering real opportunity, permanent position. Box 753E, B•T.

Got CP? Thoroughly experienced PD put two stations on air. Can do same for you. Box 773E, B•T.

Television personality, on-camera master of ceremonies, newsman, announcer. Looking for new opportunity with old or new operation, allied agency. Prefer mild year round climate for permanent, or travel for right company. Single, 29, three years television, five years radio. B.S. journalism. Know public relations and promotion. Your inquiry appreciated. Box 829E.

TELEVISION

Situations Wanted—(Cont'd)

Thoroughly experienced radio, tv copy writer-announcer now employed, seeks better position with future. Well versed tv news, weather, program promotions. Cartoonist too. Young dependable, conscientious, a letter brings full details, photo and salary requirements. Box 840E, B•T.

Aggressive program director available. Have put two major market television stations on the air for same company. Learned tv operations the hard way . . . seven years of fighting tv's biggest obstacles . . . space and expenses. Security a major factor. I am 29, married, have two children. Box 851E, B•T.

Six years producer-director with large network affiliate in major market. Desires position as program manager with progressive organization. Age 30, married, settled, presently employed. Box 854E, B•T.

Tv director—experienced with NBC-TV affiliate. Radio announcing background. Box 871E, B•T.

Film editor, one year motion picture experience, acquainted with tv film department procedure. Want to break in tv. Vet., single, 27 years old. Box 875E, B•T.

For Sale

Stations

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold Theatre Exchange. Licensed Brokers, Portland 22, Oregon.

Equipment Etc.

300 ft. Blaw-Knox H-40 heavy duty tv tower. In storage, never erected. Box 964D, B•T.

For Sale. 560 ft. 3⅛" Andrew 452 line. 4, 3⅛" 90° bends, 3, 1⅝" to 3⅛" reducers, 1, 3⅛" end seal 8, 3⅛" support hangers. Make offer. Box 389E, B•T.

FREE

PERSONNEL SERVICE

The big problem in television today is competent people. Here we believe we can help you, as we have many station managers. From our school we supply qualified assistants who have a fundamental background so they blend into any TV operation. Call us for any of the following:

- **Announcers**
- **Writers**
- **Camera Assistants**
- **Boom Operators**
- **Floor Directors**
- **Copywriters**
- **Film Editors**
- **Salesmen**

Remember, our service is FREE. We are **not** an employment agency. We simply supply you with graduates from our school who have been screened for ability and willingness to work. Write John Birrel, Personnel Director, for complete background data.

NORTHWEST RADIO & TELEVISION SCHOOL

1221 N.W. 21st Avenue

Portland 9, Oregon

For Sale—(Cont'd)

600 foot television tower. Will support any vhf 12 bay antenna. Equipped with 6½ coax line and all fittings. Also complete tower lighting. A bargain. Box 737E, B•T.

Complete Gates 250 watt équipment. Never been unpacked. Transmitter, console, frequency modulation monitors. Everything you need to get on the air in one day. Carries Gates guarantee. Box 843E, B•T.

Gates 500-D transmitter, best offer—WE 39A console, best offer—fm package, GE exiter BF1A1, power amplifier 4-BF-3A-1, BY-6B antenna, 90-foot self-supporting tower, frequency and modulation monitor type GE 4BM1-A, spare tubes, $3500, or best offer. Box 844E, B•T.

GE type BT-1-B 250 w fm transmitter. May be inspected in operation. Will crate for shipment. Make offer. Chicago, Illinois. Box 877E, B•T.

375 foot Wincharger tower ready. Good paint. $5,700 new, $2,750. WDIA, Memphis, Tenn.

Wanted to Buy

Equipment Etc.

Good used 3 kw fm transmitter, frequency monitor, antenna. Box 833E, B•T.

Wanted: Used 250 watt transmitter in good operating condition. Box 865E, B•T.

Wanted: Late model used approved frequency monitor and modulation monitor. State price, full details. Address Box 879E, B•T.

Complete tv equipment, 100 kw, channel 3, studio to antenna. Advise lowest cash price and full particulars on any part. Box 885E, B•T.

10 kw amplifier for RCA fm transmitter. KFAC, Los Angeles. 5773 Wilshire Blvd.

Wanted used broadcasting transmitter, 1000 watts or less. Write Chief Engineer, KSWI, or call 4041 Council Bluffs, Iowa.

Miscellaneous

Radio-tv kiddie show available. Nadine Thornton, 1314 Georgetown Road, Danville, Illinois. PL. 6801.

Instruction

FCC operator license quickly. Individualized instruction correspondence or residence. Free brochure. Grantham, 6064 Hollywood Blvd., Hollywood, California.

RADIO

Help Wanted

Managerial

Station Manager

Need experienced executive sales manager combination for radio station in Florida. Here's an opportunity where even a small volume means bonus and incentive $$ from profits. No floaters please. Give full broadcast experience first letter, including character and bank references. Must have auto. All replies confidential. Send details and photo to

Box 873E, B•T.

Salesmen

SALESMAN

Immediate opening aggressive, strong, successful salesman for well accepted 1000 watt, Michigan Independent. $350.00 monthly draw to start. Capable, sincere, honest worker will establish fine income. Promote to commercial manager. Permanent. No floaters. Send photo. Box 874E, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

ANNOUNCER

We need a good, seasoned, all-around announcer who is ready to move-up as a solid news and special events man. Must be anxious to run the department and willing to make a name for himself in a good-sized inland Massachusetts city. Send tape immediately with first letter to Box 734E, B•T.

ANNOUNCER-SALSEMAN
For Florida Station

Excellent opportunity for reliable man. Must have ability to do profitable job at community level. Must be neat, energetic, good references. Auto. Send photo and experience in detail to

Box 888E, B•T.

Situations Wanted

Announcers

TOP-FLIGHT ANNOUNCER-NEWSCASTER

Versatile, seasoned young broadcaster wishes to relocate this fall with top station, AM or TV. A real professional. Seven years in top ten market; three on daily coast-to-coast program. Well qualified program director. Excellent background in news, public relations, production music and drama. Executive experience. Major market AFTRA station only. Best references. Box 841E, B•T.

TOP ANNOUNCER BURIED IN SMALL . . . DEAD MARKET

Eleven years experience . . . all phases announcing . . . including Network stint. (Excel in news and commercial delivery) have reached capacity earning in present position . . . it isn't enough! Deep . . . Selling . . . Mature Voice! Married . . . No children . . . College . . . 28 years old. Finest references . . . Tape and resume on request. All replies answered. Free to travel anywhere if your offer warrants. Dig me out of a dead market . . . Let me sell for your sponsors. Have given three weeks notice to present employer. Will be available by the time I accept your offer!

Box 863E, B•T

This is a story about a Texas Cancellation

G. F. Roberts of KGKL, San Angelo, Texas, writes:

"Please cancel our ad. Sold equipment day of publication. Absolutely amazed at response."

We don't like to deal with cancellations at B•T. But we are happy that we helped Mr. Roberts sell his equipment with one classified ad insertion.

If you have any equipment gathering dust in your station, why not try B•T and see what results we can get for you, too.

TELEVISION

Help Wanted

Managerial

TV SALES MANAGER

Aggressive new TV station on the air in November in America's forty-fourth market needs Sales Manager. Liberal salary and override arrangement. We want a young man on the way up . . . television experience preferred but not essential . . . man with ability to call on local advertisers as well as national and to inspire salesmen. Prime requisite is enthusiam. Apply immediately giving full background and snapshot if available.

Box 826E, B•T

Salesman

TV FILM SALESMAN

to cover ad agencies & stations in

New Orleans
Chicago
Detroit
Cincinnati

Salary plus expenses against commission arrangement for leading TV Film Distributor. State age, experience and whether presently employed first letter. All replies held in confidence.

Box 825E, B•T

Production-Programming, Others

HEAD OF FILM DEPARTMENT WANTED
By Metropolitan TV Station

Must have experience in supervision of film cutters, librarians, etc. and thorough knowledge of the TV film market. A permanent opportunity for qualified man. Address all replies to Box 805E.

For Sale

TOWERS

RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

FOR SALE

VHF TELEVISION EQUIPMENT

CHANNEL 4 RCA TT500A TRANSMITTER AND ASSOCIATED EQUIPMENT:
2 RCA PROJECTORS & FILM CHAIN. 1 RCA STUDIO CAMERA & CONTROL
AND
MISCELLANEOUS TV EQUIPMENT

★ ★ ★

CONTACT: JOHN GORT, KOPR-TV
BUTTE, MONTANA — PHONE 6546

(Continued from page 102)

specify studio site as 1020½-1030½ Broad St., Columbus.

WDAS Philadelphia—Max M. Leon Inc. Mod. CP change frequency and power etc. for extension of completion date.

WWPA Williamsport, Pa.—Williamsport Radio Bcstg. Assoc. Inc. Mod. CP change frequency and power etc. for extension of completion date.

WMBR-TV Jacksonville, Fla.—Washington Post Co. Mod. CP changes in existing tv station for extension of completion date to 1-10-55.

KVTV (TV) Sioux City, Iowa—Cowles Bcstg. Co. Mod. CP changes in existing tv station for extension of completion date to 11-30-54.

Remote Control

Following stations filed applications for remote control operation of their transmitters: WSFA Montgomery, Ala.; WCHN Norwich, N. Y.

License Renewal

Following stations filed applications for renewal of license: WNBQ (TV) Chicago; WGN-TV Chicago; WHBF-TV Rock Island, Ill.; WFMY-TV Greensboro, N. C.

APPLICATION RETURNED

WRXO Roxboro, N. C.—Roxboro Bcstg. Co. FCC returned application for license renewal to applicant.

September 28 Decisions

BROADCAST ACTIONS

The Commission, by the Broadcast Bureau, took the following actions on the dates shown:

Actions of Sept. 24

KVTV (TV) Sioux City, Iowa—Cowles Bcstg. Co. Granted mod. CP to extend completion date to 5-25-55.

Actions of Sept. 23

WLON Lincolnton, N. C.—Lincoln County Bcstg. Co. Granted license covering change in frequency; 1050 kc, 500 w day (BL-5420).

KGU Honolulu, Hawaii—Advertiser Pub. Co. Granted license covering change in facilities; 740 kc, 2½ kw unl. (BL-5432).

KMBL Junction, Tex.—Kimble County Bcstg. Co. Granted license covering change in trans. and studio location (BL-5433).

KTLD Tallulah, La.—Howard E. Griffith. Granted license for am broadcast station; 1360 kc, 500 w day (BL-5441).

WLAK Lakeland, Fla.—Lakeland Bcstg. Corp. Granted license covering change in daytime power to 5 kw and install new trans. (BL-5442).

WTRB Ripley, Tenn.—West Tennessee Radio Service. Granted mod. CP to change trans. and studio locations (BMP-6639).

WCGC Belmont, N. C.—Central Bcstg. Co. Granted mod. CP for approval of ant., trans. and studio location and change type trans. (BMP-6590).

The following were granted mod. CPs for extension of completion dates as shown: WGN-TV Chicago to 3-27-55; WOPT (TV) Chicago to 4-10-55; KLIF-TV Dallas, Tex., to 4-11-55; KTRB-TV Modesto, Calif., to 4-17-55; KVVG (TV) Tulare, Calif., to 4-1-55.

Actions of Sept. 22

WJDW (TV) Boston, Mass.—J. D. Wrather Jr. Granted mod. CP to extend completion date to 4-12-55.

Actions of Sept. 21

KRGA Springfield, Ore.—W. Gordon Allen. Granted license for am broadcast station; 1050 kc, 1 kw day (BL-5437).

WBKH Hattiesburg, Miss.—Hattiesburg Bcstg. Co. Granted license for am broadcast station (BL-5436).

KTBC-TV Austin, Tex.—Texas Bcstg. Corp. Granted license for tv broadcast station (BLCT-203).

WTVR (TV) Richmond, Va.—Havens & Martin Inc. Granted license covering changes in facilities of tv broadcast station (BLCT-193).

The following stations were granted authority to operate transmitters by remote control: WKAM Goshen, Ind.; KVSM San Mateo, Calif.; WCMC Wildwood, N. J.

The following were granted mod. of CPs for extension of completion dates as shown: KSCU (TV) Santa Clara, Calif., to 3-8-55; KNBH (TV) Los Angeles, Calif., to 4-18-55.

Actions of Sept. 20

The following stations were granted authority to operate transmitters by remote control: KAMO Rogers, Ark.; KERG Eugene, Ore.; KFXD Nampa, Idaho; KDAL Duluth, Minn.; WRAL Raleigh, N. C.

KNOE-TV Monroe, La.—James A. Noe. Granted license for tv broadcast station (BLCT-199).

The following were granted mod. CPs for extension of completion dates as shown: WSIX-TV Nashville, Tenn., to 3-29-55; WIRK-TV West Palm Beach, Fla., to 3-20-55; WAAB-TV Worcester, Mass., to 4-12-55.

ACTIONS ON MOTIONS

The following actions on motions were taken as indicated:

By Comr. E. M. Webster

Chief, Broadcast Bureau—Granted extension of time to and including Oct. 4 in which to file a reply to opposition of Latrobe Bcstrs. filed Sept. 15 to Broadcast Bureau's petition for modification of Issue No. 2 in proceeding in Docket 10428 (Action Sept. 23).

By Examiner Basil P. Cooper

Issued second order after hearing conferences in proceeding re applications of Indianapolis, Bcstg. Inc. et al., for ch. 13 in Indianapolis, Ind. (Dockets 8906 et al.) (Action of 9/24).

By Examiner Hugh B. Hutchison

Louis Deshotel, Aransas Pass, Tex.—On its own motion, the Commission continued without date the hearing scheduled for Sept. 27 in re Order to Show Cause (Docket 11111) (Action Sept. 24).

By Examiner William G. Butts

Columbia Amusement Co., Paducah Newspapers Inc., Paducah, Ky.—Granted petition of Columbia for continuance of hearing from Sept. 29 to Oct. 5 in re application for tv ch. 6 (Dockets 10875-76) (Action Sept. 24).

By Examiner Herbert Sharfman

By memorandum opinion and order granted "request" filed by Zenith Radio Corp. to extent that timetable in hearing order of June 30 is further revised as follows: Applicants to exchange written cases by Oct. 11; parties to notify each other of witnesses to be produced for cross-examination by Oct. 18, and testimony to start Nov. 1, in re ch. 2 in Chicago (Dockets 8917 et al.) (Action Sept. 24).

By Examiner Thomas H. Donahue

Phil Bird, Lawton, Okla.—Lawton Bcstg. Co. Examiner, on his own motion, continued hearing scheduled for Sept. 28 to Oct. 28 (Dockets 10911, 10959) (Action Sept. 23).

By Examiner Charles J. Frederick

Westinghouse Bcstg. Co., WWSW Inc., Pittsburgh Radio Supply House Inc., Pittsburgh, Pa.—Ordered that hearing in proceeding re applications for tv ch. 11, which adjourned on Sept. 24, be resumed Sept. 30 (Dockets 8694 et al.) (Action Sept. 24).

September 28 Applications

ACCEPTED FOR FILING

License Renewal

Following stations filed applications for license renewal: WHNC Henderson, N. C.; WAIM Anderson, S. C. (resubmitted).

License to Cover CP

WRCM (FM) New Orleans—Supreme Bcstg. Co. License to cover CP new commercial fm station.

WFPK (FM) Louisville, Ky.—Louisville Free Public Library. License to cover CP new educational fm station.

Remote Control

WDAE-FM Tampa, Fla.—Tampa Times Co. Application for remote control operation of trans.

Modification of CP

KBID-TV Fresno, Calif.—John Poole Bcstg. Co. Mod. CP new commercial tv station for extension of completion date from 10-12-54.

WDBO-TV Orlando, Fla.—Orlando Bcstg. Co. Mod. CP new commercial tv station for extension of completion date to 4-23-55.

WQXI-TV Atlanta, Ga.—Robert W. Rounsaville. Mod. CP new commercial tv station for extension of completion date to June 1955.

WTLF (TV) Baltimore—United Bcstg. Co. of Eastern Maryland Inc. Mod. CP new commercial tv station for extension of completion date to 4-1-55.

License Renewal

Following stations filed applications for license renewal: WTSB Lumberton, N. C.; WEED Rocky Mount, N. C.; WUSN Charleston, S. C.; WOLS Florence, S. C.; WEAB Greer, S. C.; WALD Walterboro, S. C.

Modification of CP

KPMC Bakersfield, Calif.—Pioneer Mercantile Co. Mod. CP increase power etc. for extension of completion date.

KZIP Amarillo, Tex.—Panhandle Bcstg. Co. Mod. CP new am station for approval of ant., trans. and studio site as N. E. 8th Ave. and Lynn St.

KOOL-TV Phoenix, Ariz.—Maricopa Bcstrs. Inc. Mod. CP new commercial tv station for extension of completion date to 5-31-55.

KKTV (TV) Colorado Springs, Colo.—Tv Colorado Inc. Mod. CP new commercial tv station for extension of completion date to 4-26-55.

APPLICATION RETURNED

WFMO Fairmont, N. C.—Carolinas Bcstg. Co. FCC returned application for license renewal.

For Sale—(Cont'd)

AVAILABLE IMMEDIATELY
UHF-TV
TRANSMITTER
CHANNEL 38

If you're building a UHF station or satellite, this is for you! A perfect-condition, almost-new unit, ready for action!

Incl. RCA-TTU1B 1KW UHF transmitter, RCA-TTC1B control console, side band response analyzer visual demodulator, transmission lines, dehydrator, 90-degree elbows, adaptors, cover plates, gas stop, etc. For complete details, contact

GREAT PLAINS TV
4 West 58th Street, New York, 19, N. Y.
PLaza 9-2929

Instruction

WANT a TV or RADIO JOB?
Trained announcers, producers, writers now in demand
NATIONAL ACADEMY OF BROADCASTING
(Est. 1934)
3338 16th Street N.W.
Washington, D. C.
Starts new term Sept. 27
Enroll Now. DE 2-5580
Placement Service

Employment Services

BROADCASTERS
EXECUTIVE PLACEMENT SERVICE
Executive Personnel for Television and Radio
Effective Service to Employer and Employee
HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

RADIO & TV PERSONNEL
We screen New York's vast source of qualified personnel; take the guesswork out of hiring for stations anywhere. Tell us your needs, we do the rest!
right at our fingertips for you!
CAREER BUILDERS Agency
Marjorie Witty, Director, Radio-TV Div.
35 West 53rd St., New York 19 • PL 7-6385

Delivers a greater total audience and builds distribution for you faster than any other Atlanta television outlet . . . because WSB-TV is

The great AREA station of the Southeast

CHANNEL 2 — 1062-FT. TOWER — 100,000 WATTS

wsb-tv

Atlanta, Georgia

Represented by Edw. Petry & Co.
Affiliated with The Atlanta Journal and Constitution

September 29 Decisions

BROADCAST ACTIONS

The Commission en banc by Commissioners Hyde (Chairman), Sterling, Hennock, Bartley, Doerfer and Lee, took the following actions on Sept. 29:

License Renewal

The following stations were granted renewal of licenses for the regular period: WCEM Cambridge, Md.; WCYB Bristol, Va.; WEVA-AM-FM Emporia, Va.; WLOH Princeton, W. Va.; WLOW Portsmouth, Va.; WLPM Suffolk, Va.; WASH (FM) Washington, D. C.; WEPM-FM Martinsburg, W. Va.; WNAV-FM Annapolis; WSVA-FM Harrisonburg, Va.; WCMS Norfolk, Va.; WBUZ Oakland, Md.; WJIM-TV Lansing, Mich.

ACTIONS ON MOTIONS

The following actions on motions were taken as indicated:

By Commissioner John C. Doerfer

Chief, Broadcast Bureau—Granted petition for extension of time to and including Nov. 4, within which to file exceptions to initial decision in re applications of Calif. Inland Bcstg. Co. and KARM The George Harm Station, for ch. 12 in Fresno, Calif. (Dockets 9050, 10650). (Action Sept. 28).

WMYB Myrtle Beach, S. C., Coastal Carolina Bcstg. Corp.—Granted petition for acceptance of its late filing of notice to appear and participate in the proceeding re application of Cape Fear Bcstg. Co. for new am station at Elizabethtown, N. C. (Docket 11143). (Action Sept. 28).

WOAI San Antonio, Tex., Southland Industries Inc.—Dismissed as moot its petition filed June 4 requesting leave to intervene in re applications of Mid-Cities Bcstrs., Arlington, Texas, et al. (Dockets 11024 et al). (Action Sept. 28).

By Examiner J. D. Bond

KVMC Colorado City, Tex., Colorado City Bcstg. Co.—Issued an order after prehearing conference in re Docket 11075 which shall govern further proceedings in this matter; further ordered that the second prehearing conference shall not be held, and hearing shall commence Oct. 19. (Action Sept. 28).

September 29 Applications

ACCEPTED FOR FILING

Modification of CP

WQXR New York Interstate Bcstg. Co.—Mod. CP increase power etc. for extension of completion date.

WEAT-TV West Palm Beach, Fla., WEAT-TV Inc.—Mod. CP new commercial tv station for extension of completion date to 4-18-55.

WHEF-TV Boston, Trans-American Tv Enterprises Inc.—Mod. CP new commercial tv station for extension of completion date to 3-29-55.

Replace Expired CP

WIL-TV St. Louis, Missouri Bcstg. Corp.—requests CP to replace expired CP new commercial tv station.

License for CP

WEWS (TV) Cleveland Scripps-Howard Radio Inc.—License to cover CP changes in existing tv station.

WEEU-TV Reading, Pa. Hawley Bcstg. Co.—License to cover CP new commercial tv station.

License Renewal

Following stations filed applications for license renewal: WBEU Beaufort, S. C.; WKDK Newberry, S. C.

APPLICATIONS RETURNED

KOSI Aurora, Colo.—FCC returned application for mod. of CP to increase power from 1 kw to 5 kw.

WTYC Rock Hill, S. C. Tri-County Bcstg. Co.—FCC returned application for license renewal.

TELESTATUS

October 4, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations not preceded by triangle (►) are grantees, not yet operating.

ALABAMA

Birmingham—
► WABT (13) NBC, ABC, DuM; Blair; 293,120
► WBRC-TV (6) CBS; Katz; 286,830
WJLN-TV (48) 12/10/52-Unknown

Decatur†—
► WMSL-TV (23) Walker; 15,942

Dothan†—
WTVY (9) 7/2/54-12/25/54

Mobile†—
► WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 86,000
WKAB-TV (48) See footnote (d)
The Mobile Tv Corp. (5) Initial Decision 2/12/54

Montgomery—
► WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 36,400
WSFA-TV (12) NBC; Headley-Reed; 3/25/54-12/1/54

Munford†—
WEDM (*7) 6/2/54-Unknown

Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
► KVAR (12) NBC; Raymer; 98,108

Phoenix—
► KOOL-TV (10) ABC; Hollingbery; 98,108
► KPHO-TV (5) CBS, DuM; Katz; 98,108
KTVK (3) 6/10/54-Unknown

Tucson—
► KOPO-TV (13) CBS, DuM; Hollingbery; 30,226
► KVOA-TV (4) ABC, NBC; Raymer; 30,226

Yuma†—
► KIVA (11) NBC, DuM; Grant; 19,410

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown

Fort Smith†—
► KFSA-TV (22) ABC, NBC, DuM; Pearson; 18,500
KNAC-TV (5) Rambeau; 6/3/54-1/1/55

Hot Springs†—
KTVR (9) 1/20/54-Unknown

Little Rock—
► KARK-TV (4) NBC, DuM; Petry; 72,967
KETV (23) 10/30/53-Unknown
► KATV (7) (See Pine Bluff)

New Starters

The following tv stations are the newest to start regular programming:

WGTH-TV Hartford, Conn. (ch. 18), Sept. 25.

WINT (TV) Waterloo (Ft. Wayne), Ind. (ch. 15), Sept. 26.

WMTW (TV) Poland, Me. (ch. 8), Sept. 25.

KSWM-TV Joplin, Mo. (ch. 12), Sept. 25.

WUSN-TV Charleston, S. C. (ch. 2), Sept. 25.

KUTV (TV) Salt Lake City, Utah (ch. 2), Sept. 26.

Station
KRLD TV
Dallas
Covers the Largest
TELEVISION
MARKET
Southwest
with
MAXIMUM
POWER
100,000 Watts Video
50,000 Watts Audio
DALLAS and
FORT WORTH
More than a Million
urban population in the
50-mile area
More than TWO MILLION
in the 100-mile area . . .
NOW
406,804
TELEVISION HOMES
IN KRLD-TV'S
EFFECTIVE COVERAGE
AREA
EXCLUSIVE CBS
TELEVISION OUTLET FOR
DALLAS-FORT WORTH
AREAS
This is why
KRLD-TV
is your best buy
Channel 4 Represented by
The BRANHAM Company

Pine Bluff†—
► KATV (7) ABC, CBS; Avery-Knodel; 74,851
Texarkana—
► KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

Bakersfield—
► KBAK-TV (29) ABC, DuM; Forjoe; 78,000
► KERO-TV (10) CBS, NBC; Avery-Knodel; 128,595
Berkeley (San Francisco)—
► KQED (*9)
Chico—
► KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 46,735
Corona†—
KCOA (52), 9/16/53-Unknown
El Centro†—
KPIC-TV (16) 2/10/54-Unknown
Eureka†—
► KIEM-TV (3) ABC, CBS, NBC, DuM; Blair; 15,100
Fresno—
KBID-TV Fresno (53). See footnote (d)
► KJEO (47) ABC, CBS; Branham; 123,354
► KMJ-TV (24) NBC; Raymer; 119,500
KARM, The George Harm Station (12) Bolling; Initial Decision Aug. 31
Los Angeles—
► KABC-TV (7) ABC; Petry; 1,901,124
KBIC-TV (22) 2/10/52-Unknown
► KCOP (13) Katz; 1,901,124
► KHJ-TV (9) DuM; H-R; 1,901,124
► KNBH (4) NBC; NBC Spot Sls.; 1,901,124
► KNXT (2) CBS; CBS Spot Sls.; 1,901,124
KTHE (*28). See footnote (d)
► KTLA (5) Raymer; 1,901,124
► KTTV (11) Blair; 1,901,124
Modesto†—
KTRB-TV (14) 2/17/54-Unknown
Monterey†—
► KMBY-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
Sacramento—
KBIE-TV (46) 6/26/53-Unknown
► KCCC-TV (40) ABC, CBS, NBC, DuM; Weed; 106,500
KCRA Inc. (3) Initial Decision 6/3/51
McClatchy Bcstg. Co. (10), Initial Decision 11/6/53
Salinas†—
► KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
San Diego—
► KFMB-TV (8) ABC, CBS; Petry; 245,167
► KFSD-TV (10) NBC; Katz; 245,167
KUSH (21) 12/23/53-Unknown
San Francisco—
KBAY-TV (20) 3/11/53-Unknown (granted STA Sept. 15)
► KGO-TV (7) ABC; Petry; 998,260
► KPIX (5) CBS, DuM; Katz; 998,260
► KRON-TV (4) NBC; Free & Peters; 998,260
► KSAN-TV (32) McGillvra; 97,000
San Jose†—
KQXI (11) 4/15/54-Unknown
San Luis Obispo†—
► KVEC-TV (6) DuM; Grant; 73,538
Santa Barbara—
► KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 453,692
Stockton†—
► KOVR (13) Blair
► KTVU (36) NBC; Hollingbery; 112,000
Tulare (Fresno)—
► KVVG (27) DuM; Forjoe; 150,000

COLORADO

Colorado Springs—
► KKTV (11) ABC, CBS, DuM; Hollingbery; 50.074
► KRDO-TV (13) NBC; McGillvra; 20,000
Denver—
► KBTV (9) ABC; Free & Peters; 237,198
► KFEL-TV (2) DuM; Blair; 237,198
► KLZ-TV (7) CBS; Katz; 237,198
► KOA-TV (4) NBC; Petry; 237,198
KRMA-TV (*6) 7/1/53-1954
Grand Junction†—
► KFXJ-TV (5) NBC, DuM; Holman; 3,700
Pueblo—
► KCSJ-TV (5) NBC; Avery-Knodel; 48,587

CONNECTICUT

Bridgeport—
WCBE (*71) 1/29/53-Unknown
► WICC-TV (43) ABC, DuM; Young; 72,340
Hartford†—
WCHF (*24) 1/29/53-Unknown
► WGTH-TV (18) ABC, DuM; H-R
New Britain—
► WKNB-TV (30) CBS; Bolling; 201,892
New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
► WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,032
New London†—
WNLC-TV (26) 12/31/52-Unknown
Norwich†—
WCNE (*63) 1/29/53-Unknown
Stamford†—
WSTF (27) 5/27/53-Unknown
Waterbury—
► WATR-TV (53) ABC, DuM; Stuart; 156,000

DELAWARE

Dover†—
WHRN (40) 3/11/53-Unknown
Wilmington—
► WDEL-TV (12) NBC, DuM; Meeker; 223,029
WILM-TV (83) 10/14/53-Unknown

DISTRICT OF COLUMBIA

Washington—
► WMAL-TV (7) ABC; Katz; 600,000
► WNBW (4) NBC; NBC Spot Sls.; 631,000
WOOK-TV (50) 2/24/54-Unknown
► WTOP-TV (9) CBS; CBS Spot Sls.; 600,000
► WTTG (5) DuM; Blair; 612,000
Washington Metropolitan Tv Corp. (20) Initial Decision 9/17/54

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown
Daytona Beach†—
WMFJ-TV (2) 7/8/54-7/1/55
Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 148,000
► WITV (17) ABC, DuM; Bolling; 121,000 (also Miami)
Fort Myers†—
► WINK-TV (11) ABC; Weed; 8,789
Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 53,374
► WMBR-TV (4) ABC, CBS, DuM; CBS Spot Sls.; 261,000
WOBS-TV (30) Stars National; 8/12/53-1/1/55
Miami—
WMFL (33) 12/9/53-Unknown
WMIE-TV (27) Stars National; 12/2/53-1/1/55
WTHS-TV (*2) 11/12/53-Unknown
► WTVJ (4) CBS, NBC, DuM; Free & Peters; 265,800
► WITV (17) See Fort Lauderdale
Orlando—
► WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 60,000
Panama City†—
► WJDM (7) ABC, NBC, DuM; Hollingbery; 12,000

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

COMING IN EARLY OCTOBER—213,000 WATTS ERP

Jo Daviess
Freeport
Rockford
McHenry
Lake
Elgin
De Kalb
St. Charles
Elmhurst
Carroll
Sterling
Whiteside
Aurora
Cicero
Blue Island
Rock Island
Moline
Henry
CHICAGO
La Salle
Kankakee
Ottawa
Livingston
Iroquois
Galesburg
Peoria
Pekin
Streator
Fort Madison
Canton
Macomb
Fulton
Tazewell
Carthage
Quincy
Adams
Bloomington
ILLINOIS
Champaign
Jacksonville
Springfield
WTVP DECATUR
(213,000 watt coverage)
Taylorville
Paris
Mattoon
Litchfield
Alton
Effingham
Olney
ST. LOUIS
Centralia
Belleville
Fairfield
Mt. Vernon
Carmi
Festus
Ste. Genevieve
Harrisburg
Evansville
Herrin
Marion
Carbondale
Metropolis

ONLY WTVP LINKS CENTRAL ILLINOIS TO THE CHICAGO AND ST. LOUIS MARKETS WITH *NO DUPLICATION*

We're growing with one of America's fastest-growing areas—increasing power in October from 17,100 watts to 213,000 watts, to provide a solid sales link between the important Chicago and St. Louis markets. Ride in—and cash in—on an interference free, unduplicated signal throughout this important area. 94.4% conversion to UHF. Best studio production facilities for test programs in Central Illinois. Affiliated with ABC and DuMont.

MARKET DATA
(213,000 Watt Coverage)

Population	1,019,609
Households	283,157
UHF Homes	132,707

(Based on April, 1954 Surveys)

Represented by the BOLLING CO.

WTVP *channel 17*
DECATUR, ILLINOIS

Pensacola†—
► WEAR-TV (3) ABC, DuM; Hollingbery; 67,500
► WPFA (15) CBS, DuM; Young; 26,273
St. Petersburg—
► WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 85,000
Tampa†—
WFLA-TV (8) Blair; 8/4/54-Feb. '55
Tampa Tv Co. (13) 9/2/54-Unknown
West Palm Beach—
WEAT-TV (12) Walker; 2/18/54-11/1/54
► WIRK-TV (21) ABC, DuM; Weed; 32,500
► WJNO-TV (5) NBC; Meeker; 201,000

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000
Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 395,769
► WLWA (11) ABC; Crosley Sls.; 330,000
WQXI-TV (36) 11/19/53-Unknown
► WSB-TV (2) NBC; Petry; 413,235
Augusta—
► WJBF-TV (6) ABC, NBC, DuM; Hollingbery; 102,600
► WRDW-TV (12) CBS; Headley-Reed; 104,054
Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 64,441
► WRBL-TV (4) CBS; Hollingbery; 73,647
Macon—
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel: 81,588
► WNEX-TV (47) ABC, NBC; Branham; 34,662
Rome†—
► WROM-TV (9) Weed; 134,290
Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Avery-Knodel; 49,052
WSAV Inc. (3) Initial Decision 3/31/54
Thomasville†—
WCTV (6) Stars National; 12/23/53-1/1/55
Valdosta†—
WGOV-TV (37) Stars National; 2/26/53-1/1/55

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS, DuM; Free & Peters; 36,430
► KIDO-TV (7) ABC, NBC, DuM; Blair; 33,000
Idaho Falls—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 30,200
KIFT (8) ABC; Hollingbery; 2/26/53-Nov. '54
Nampa†—
KTVI (6) 3/11/53-Unknown
Pocatello†—
KISJ (6) CBS; 2/26/53-Nov. '54
KWIK-TV (10) ABC; Hollingbery; 3/26/53-Nov. '54
Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-Early '55

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) ABC, CBS, DuM; Radio Tv Representatives; 275,415.
Bloomington†—
► WBLN (15) McGillvra; 113,242
Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
WTLC (*12) 11/4/53-Unknown
Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,871,800
► WBKB (7) ABC; Blair; 1,696,519
► WGN-TV (9) DuM; Hollingbery; 1,950,000
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 2,043,000
WOPT (44) 2/10/54-Unknown
WTTW (*11) 11/5/53-Fall '54
Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 35,000
Decatur—
► WTVP (17) ABC, DuM; Bolling; 87,000
Evanston†—
WTLE (32) 8/12/53-Unknown
Harrisburg†—
► WSIL-TV (22) ABC; Walker; 20,000
Joliet†—
WJOL-TV (48) Holman; 8/21/53-Unknown
Peoria—
► WEEK-TV (43) ABC, CBS, NBC, DuM; Headley-Reed; 157,245
► WTVH-TV (19) ABC, CBS, DuM; Petry; 130,000
Quincy† (Hannibal, Mo.)—
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 121,000
► KHQA-TV (7) See Hannibal, Mo.
Rockford—
► WREX-TV (13) ABC, CBS; H-R; 214,994
► WTVO (39) NBC, DuM; Weed; 94,000
Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 264.811
Springfield—
► WICS (20) ABC, NBC, DuM; Young; 81,000

INDIANA

Bloomington—
► WTTV (4) ABC. CBS, NBC, DuM; Meeker; 559,657 (also Indianapolis)
Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 123,000
Evansville†—
► WFIE (62) ABC, NBC, DuM; Venard; 72,000
► WEHT (50) See Henderson, Ky.
Fort Wayne—
► WKJG-TV (33) ABC, CBS, NBC, DuM; Raymer; 93.657
► WINT (15) See Waterloo
Anthony Wayne Bcstg Co. (69) Initial Decision 10/27/53
Indianapolis—
► WFBM-TV (6) CBS, DuM; Katz; 663,000
► WISH-TV (8) ABC, CBS, NBC, DuM; Bolling; 663,000
► WTTV (4) See Bloomington
LaFayette†—
► WFAM-TV (59) ABC, CBS, NBC, DuM; Rambeau; 58,760
Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 71,300
Notre Dame (South Bend)†—
Michiana Telecasting Corp. (46) NBC; 8/12/54-Unknown
Princeton†—
WRAY-TV (52) See footnote (d)
South Bend—
► WSBT-TV (34) CBS, DuM; Raymer; 195,201
Terre Haute†—
► WTHI-TV (10) ABC, CBS, DuM; Bolling; 144,267
Waterloo† (Fort Wayne)—
► WINT (15) CBS; H-R; 94,500

IOWA

Ames—
► WOI-TV (5) ABC, CBS, DuM; Weed; 240,000
Cedar Rapids—
► KCRG-TV (9) ABC, DuM; Venard; 116,444
► WMT-TV (2) CBS; Katz; 238,060
Davenport (Moline, Rock Island)—
► WOC-TV (6) NBC; Free & Peters; 264,811
Des Moines—
► KGTV (17) ABC; Hollingbery; 76,500
► WHO-TV (13) NBC; Free & Peters; 280,250
Cowles Broadcasting Co. (8) Initial Decision 8/26/54
Fort Dodge†—
► KQTV (21) Pearson; 42,100
Mason City—
► KGLO-TV (3) CBS, DuM; Weed; 100,412
Sioux City—
KCTV (36) 10/30/52-Unknown
KTIV (4) NBC; Hollingbery; 1/21/54-9/29/54
► KVTV (9) ABC, CBS, NBC, DuM; Katz; 113,294
Waterloo—
► KWWL-TV (7) ABC, CBS, NBC; Headley-Reed; 127,635

KANSAS

Great Bend†—
KCKT (2) 3/3/54-Unknown
Hutchinson—
► KTVH (12) ABC, CBS, DuM; H-R; 147,103
Manhattan†—
KSAC-TV (*8) 7/24/53-Unknown
Pittsburg†—
► KOAM-TV (7) ABC, NBC, DuM; Katz; 64,986
Topeka—
KTKA (42) 11/5/53-Unknown
► WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 365,440
Wichita—
KAKE-TV (10) Hollingbery; 4/1/54-10/15/54
► KEDD (16) ABC, NBC; Petry; 101,292
Wichita Tv Corp. (3) Initial Decision 8/9/54

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown
Henderson† (Evansville, Ind.)—
► WEHT (50) CBS; Meeker; 59,353
Lexington†—
WLAP-TV (27) 12/3/53-See footnote (c)
WLEX-TV (18) Forjoe; 4/13/54-11/1/54
Louisville—
► WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 404,538
► WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b)
WKLO-TV (21) See footnote (d)
WQXL-TV (41) Forjoe; 1/15/53-Fall '54
Newport†—
WNOP-TV (74) 12/24/53-Unknown

LOUISIANA

Alexandria†—
KALB-TV (5) Weed; 12/30/53-9/28/54
Baton Rouge—
► WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 52,000
WBRZ (2) Hollingbery; 1/28/54-1/1/55
Lafayette†—
KLFY-TV (10) Rambeau; 9/16/53-Unknown
KVOL-TV (10) 9/16/53-Unknown
Lake Charles—
KPLC-TV (7) Weed; 11/12/53-9/29/54 (granted STA Sept. 14)
► KTAG (25) CBS, ABC, DuM; Young; 22,000
Monroe—
KFAZ (43) See footnote (d)
► KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 153,500
New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late '54
WCNO-TV (32) Forjoe; 4/2/53-Nov. '54
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 258,412
► WJMR-TV (61) ABC, CBS, DuM; McGillvra; 101,887
Shreveport—
► KSLA (12) ABC, CBS, NBC, DuM; Raymer; 55,600
Shreveport Tv Co. (12) Initial Decision 6/7/54 See footnote (e)
KTBS Inc. (3) Initial Decision 6/11/54

MAINE

Bangor—
► WABI-TV (5) CBS, NBC; Hollingbery; 81,275
► WTWO (2) Venard

do

KEDD's

Local Programs have

MAIL PULL?
KEDD
WICHITA
JOHN VIEWER 1954
AND HOW!

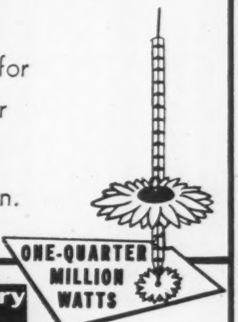
Gene McGehee's FRIDAY NIGHT DANCE PARTY

has an average Mail Pull of more than 1,000 pieces every week.

More factual proof that KEDD's local programming is way out in front, in showmanship and production know-how.

"Dance Party" and KEDD's other special features give you the most in home impact and increased sales on a local level

See Petry for National or Regional Participation.



Represented by
Edward Petry & Co., Inc.

KEDD

NBC WICHITA, KANSAS ABC

VOLUME SALES IN WORCESTER BEGIN AT THE *FRONT* DOOR!

WWOR-TV
14
WORCESTER

✓ SOME SALES MAY BE MADE AT THE BACK DOOR IN WORCESTER, BUT WWOR-TV — THE ONLY TELEVISION STATION WITHIN THIS 32ND MARKET — IS THE *FRONT* DOOR TO VOLUME SALES!

ABC
DUMONT

✓ WWOR-TV IS THE ONLY TELEVISION STATION WHOSE PRIMARY COVERAGE AREA COMPLETELY ENCOMPASSES THIS 600 MILLION DOLLAR MARKET.

REPRESENTED BY
PAUL H. RAYMER CO.

Lewiston—
► WLAM-TV (17) DuM; Everett-McKinney; 21,332
Poland†—
► WMTW (8) ABC, CBS; Harrington, Righter & Parsons
Portland—
► WCSH-TV (6) NBC; Weed; 123,700
► WGAN-TV (13) ABC, CBS; Avery-Knodel
► WPMT (53) DuM; Everett-McKinney; 46,300

MARYLAND

Baltimore—
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 561,099
► WBAL-TV (11) NBC; Petry; 561,099
WITH-TV (72) Forjoe; 12/18/52-Fall '54
► WMAR-TV (2) CBS; Katz; 561.099
WTLF (18) 12/9/53-Unknown
Cumberland†—
WTBO-TV (17) 11/12/53-Unknown
Salisbury†—
► WBOC-TV (16) Burn-Smith

MASSACHUSETTS

Adams (Pittsfield)†—
► WMGT (74) ABC, DuM; Walker; 135,541
Boston—
► WBZ-TV (4) NBC; Free & Peters; 1,200,000
WGBH-TV (*2) 7/16/53-Fall '54
WJDW (44) 8/12/53-Unknown
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,200,000
Brockton†—
WHEF-TV (62) 7/30/53-Fall '54
Cambridge (Boston)—
► WTAO-TV (56) DuM; Everett-McKinney; 123,000
Springfield—
► WHYN-TV (55) CBS, DuM; Branham; 143,000
► WWLP (61) ABC, NBC; Hollingbery; 144,000
Worcester—
WAAB-TV (20) Forjoe; 8/12/53-Unknown
► WWOR-TV (14) ABC, DuM; Raymer; 60,384

MICHIGAN

Ann Arbor—
► WPAG-TV (20) DuM; Everett-McKinney; 20,500
WUOM-TV (*26) 11/4/53-Unknown
Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Unknown
WBKZ (64) See footnote (d)
Bay City (Midland, Saginaw)—
► WNEM-TV (5) NBC, DuM; Headley-Reed; 298.793
Cadillac†—
► WWTV (13) ABC, CBS, DuM; Weed; 60,914
Detroit—
WCIO-TV (62) 11/19/53-Unknown
► WJBK-TV (2) CBS; Katz; 1,468,400
WTVS (*56) 7/14/54-Late '54
► WWJ-TV (4) NBC; Hollingbery; 1,286,822
► WXYZ-TV (7) ABC; Blair; 1,308,200
Booth Radio & Tv Stations Inc. (50) 9/8/54-Unknown
East Lansing†—
► WKAR-TV (*60)
Flint—
WJRT (12) 5/12/54-Unknown
Grand Rapids—
► WOOD-TV (8) ABC, CBS, NBC, DuM; Katz; 447,464
Peninsular Broadcasting Co. (23) 9/2/54-Unknown
Kalamazoo—
► WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 504,123
Lansing—
► WILS-TV (54) ABC, DuM; Venard; 55,000
► WJIM-TV (6) ABC, CBS, NBC; Petry; 404,180
Marquette†—
WAGE-TV (6) 4/7/54-Oct. '54
Muskegon†—
WTVM (35) 12/23/52-Unknown
Saginaw (Bay City, Midland)—
► WKNX-TV (57) ABC, CBS; Gill-Perna; 100,000
WSBM-TV (51) 10/29/53-Unknown
Traverse City†—
► WPBN-TV (7) NBC; Holman

MINNESOTA

Austin—
► KMMT (6) ABC; Pearson; 95,951
Duluth† (Superior, Wis.)—
► KDAL-TV (3) ABC, NBC; Avery-Knodel; 66,500
► WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote (d)
Hibbing†—
KHTV (10) 1/13/54-Unknown
Minneapolis (St. Paul)—
KEYD-TV (9) H-R; 6/10/54-1/1/55
► WCCO-TV (4) CBS; Free & Peters; 489,100
► WTCN-TV (11) ABC, DuM; Blair; 484,930
Rochester—
► KROC-TV (10) NBC; Meeker; 85,485
St. Paul (Minneapolis)—
► KSTP-TV (5) NBC; Petry; 489,100
► WMIN-TV (11) ABC, DuM; Blair; 484,930

MISSISSIPPI

Biloxi†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54
Columbus†—
WCBI-TV (4) McGillvra; 7/28/54-Early '55
Jackson—
► WJTV (25) CBS, DuM; Katz; 52,000
► WLBT (3) NBC; Hollingbery; 98,472
► WSLI-TV (12) ABC; Weed; 93,000
Meridian†—
WCOC-TV (30) See footnote (d)
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 44,300

MISSOURI

Cape Girardeau†—
KFVS-TV (12) CBS; 10/14/53-Unknown
Clayton†—
KFUO-TV (30) 2/5/53-Unknown
Columbia—
► KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 49,595
Festus†—
KACY (14) See footnote (d)
Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 124,272
► WGEM-TV (10) See Quincy, Ill.
Jefferson City†—
KRCG (13) 6/10/54-Unknown
Joplin†—
► KSWM-TV (12) CBS; Venard
Kansas City—
► KCMO-TV (5) ABC, DuM; Katz; 414,615
► KMBC-TV (9) CBS; Free & Peters; 414,615
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 414,615
Kirksville†—
KTVO (3) 12/16/53-Unknown
St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 107,612
St. Louis—
► KETC (*9)
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 661,986
► KWK-TV (4) CBS; Katz
WIL-TV (42) 2/12/53-Unknown
KACY (14) See Festus
► WTVI (54) See Belleville, Ill.
Sedalia†—
► KDRO-TV (6) Pearson; 52,600
Springfield—
► KTTS-TV (10) CBS, DuM; Weed; 49,456
► KYTV (3) NBC; Hollingbery; 55,020

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed; 15,000
Butte†—
KOPR-TV (4) See footnote (d)
► KXLF-TV (6). No estimate given.
Great Falls†—
► KFBB-TV (5) CBS, ABC, DuM; Headley-Reed; 14,000
Missoula†—
► KGVO-TV (13) ABC, CBS, NBC, DuM; Gill-Perna; 12,000

NEBRASKA

Holdrege (Kearney)—
► KHOL-TV (13) ABC, CBS, DuM; Meeker; 41,692
Lincoln—
► KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 107,204
KUON (12) See footnote (d)
Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 283,150
► WOW-TV (6) NBC, DuM; Blair; 248,594
Scottsbluff†—
Frontier Bcstg. Co. (10) 8/18/54-Unknown

NEVADA

Henderson†—
KLRJ-TV (2) Pearson 7/2/54-12/1/54
Las Vegas†—
► KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 16,109
Reno—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 15,500

NEW HAMPSHIRE

Keene†—
WKNE-TV (45) 4/22/53-Unknown
Manchester†—
► WMUR-TV (9) ABC, DuM; Weed; 240,000
Mt. Washington†—
► WMTW (8) See Poland, Me.

NEW JERSEY

Asbury Park†—
► WRTV (58) 107,000
Atlantic City—
WFPG-TV (46) See footnote (d)
WOCN (52) 1/8/53-Unknown
Camden†—
WKDN-TV (17) 1/28/54-Unknown
Newark (New York City)—
► WATV (13) Weed; 4,150,000
New Brunswick†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

Albuquerque†—
► KOAT-TV (7) ABC, DuM; Hollingbery; 43,797
► KOB-TV (4) NBC; Branham; 43.797
► KGGM-TV (13) CBS; Weed; 43,797
Roswell†—
► KSWS-TV (8) ABC, CBS, NBC, DuM; Meeker; 22,906

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

NEW YORK

Albany(Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, DuM; Bolling; 103,000
► WTRI (35) CBS; Headley-Reed; 101,000
WTVZ (*17) 7/24/52-Unknown
Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 294,580
WQTV (*46) 8/14/52-Unknown
Southern Tier Radio Service Inc. (40) Initial Decision 8/24/54
Bloomingdale† (Lake Placid)—
WIRI (5) 12/2/53-12/1/54
Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 412,489. See footnote (a).
► WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 165,000
► WGR-TV (2) ABC, NBC, DuM; Headley-Read
WTVF (*23) 7/24/52-Unknown
Carthage† (Watertown)—
WCNY-TV (7) ABC, CBS; Weed; 3/3/54-10/8/54
Elmira—
► WTVE (24) ABC, CBS, NBC, DuM; Forjoe; 35,500
Ithaca†—
WHCU-TV (20) CBS; 1/8/53-November '54
WIET (*14) 1/8/53-Unknown
Kingston—
► WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 12,639
New York—
► WABC-TV (7) ABC; Weed; 4,180,000
► WABD (5) DuM; Avery-Knodel; 4,180,000
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,180,000
WGTV (*25) 8/14/52-Unknown
► WNBT (4) NBC; NBC Spot Sls.; 4,180,000
WNYC-TV (31) 5/12/54-Unknown
► WOR-TV (9) WOR; WOR-TV Sls.; 4,180,000
► WPIX (11) Free & Peters; 4,180,000
► WATV (13) See Newark, N. J.
Rochester—
WCBF-TV (15) 6/10/53-Unknown
► WHAM-TV (5) NBC; Hollingbery; 255,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 255,000
WRNY-TV (27) 4/2/53-Unknown
WROH (*21) 7/24/52-Unknown
► WVET-TV (10) ABC, CBS; Bolling; 255,000
Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls; 378,800
Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 345,460
WHTV (*43) 9/18/52-Unknown
► WSYR-TV (3) NBC; Headley-Reed; 348,000
Utica—
WFRB (19) 7/1/53-Unknown
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 147,000

NORTH CAROLINA

Asheville†—
► WISE-TV (62) CBS, NBC; Bolling; 30,000
► WLOS-TV (13) ABC, DuM; Venard
Chapel Hill†—
WUNC-TV (*4) 9/30/53-Oct. '54.
Charlotte—
► WAYS-TV (36) ABC, NBC, DuM; Bolling; 54,560
► WBTV (3) CBS, NBC, DuM; CBS Spot Sls.; 423,073
Durham†—
► WTVD (11) ABC, NBC; Headley-Reed; 116,864
Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown
Gastonia†—
WTVX (48) 4/7/54-Unknown
Greensboro—
WCOG-TV (57) ABC; Bolling; 11/20/52-Unknown
► WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 238,641
Greenville—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson; 80,800
Raleigh—
► WNAO-TV (28) ABC, CBS, DuM; Avery-Knodel; 83,400
Wilmington†—
► WMFD-TV (6) ABC, NBC; Weed; 32,350
WTHT (3) 2/17/54-Unknown
Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 224,064
► WTOB-TV (26) ABC, DuM; H-R; 65,000

NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) ABC, CBS, NBC, DuM; Blair; 16,915
Fargo†—
► WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 42.260
Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown
Minot†—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed: 30,000
Valley City†—
► KXJB-TV (4) CBS; Weed; 50,000

OHIO

Akron—
► WAKR-TV (49) ABC; Weed; 174,066
Ashtabula†—
► WICA-TV (15) 20,000
Cincinnati—
► WCET (*48) 2,000
► WCPO-TV (9) ABC, DuM; Branham; 500,000
► WKRC-TV (12) CBS; Katz; 662,236
► WLWT (5) NBC; WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-Oct. '54
Cleveland—
WERE-TV (65) 6/18/53-Unknown
► WEWS (5) CBS; Branham; 1,048,406
WHK-TV (19) 11/25/53-Unknown
► WNBK (3) NBC; NBC Spot Sls.; 1,045,000
► WXEL (8) ABC, CBS, DuM; Katz; 823,629
Columbus—
► WBNS-TV (10) CBS; Blair; 307,000
► WLWC (4) NBC; WLW Sls.; 307,000
WOSU-TV (*34) 4/22/53-Unknown
► WTVN-TV (6) DuM; Katz; 381,451
Dayton—
► WHIO-TV (7) CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (d)
► WLWD (2) ABC, NBC; WLW Sls; 320,000
Elyria†—
WEOL-TV (31) 2/11/54-Fall '54
Lima—
WIMA-TV (35) Weed; 1/24/52-Unknown
► WLOK-TV (73) NBC; H-R; 62,973
Mansfield†—
WTVG (36) 6/3/54-Unknown
Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown
Steubenville (Wheeling, W. Va.)—
► WSTV-TV (9) CBS; Avery-Knodel; 1,083,900
Toledo—
► WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 288,132
Youngstown—
► WFMJ-TV (21) NBC; Headley-Reed; 138,218
► WKBN-TV (27) ABC, CBS, DuM; Raymer; 138,218
Zanesville—
► WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 36,466

OKLAHOMA

Ada†—
► KTEN (10) ABC; Venard; 173,820
Ardmore†—
KVSO-TV (12) 5/12/54-Unknown
Enid†—
► KGEO-TV (5) ABC; Pearson; 118,000
Lawton†—
► KSWO-TV (7) DuM; Pearson; 54,540
Miami†—
KMIV (58) 4/22/53-Unknown
Muskogee†—
► KTVX (8) ABC, DuM; Avery-Knodel
Oklahoma City—
KETA (*13) 12/2/53-Unknown
► KMPT (19) DuM; Bolling; 98,267
► KTVQ (25) ABC; H-R; 151,224
► KWTV (9) CBS, DuM; Avery-Knodel; 256,102
► WKY-TV (4) ABC, NBC; Katz; 281,522
Tulsa—
► KCEB (23) NBC, DuM; Bolling; 103,095
► KOTV (6) ABC, CBS, NBC, DuM; Petry; 229,100
KSPG (17) 2/4/54-Unknown
KVOO-TV (2) 7/8/54-Unknown (granted STA Sept. 10)
KOED-TV (*11) 7/21/54-Unknown

OREGON

Eugene—
► KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 26,000
Medford—
► KBES-TV (5) ABC, CBS, NBC, DuM; Hoag-Blair; 23,610
Portland—
KLOR (12) ABC; Hollingbery; 7/22/54-1/1/55
► KOIN-TV (6) ABC, CBS; CBS Spots Sls.; 240,964
► KPTV (27) ABC, NBC, DuM; NBC Spot Sls.; 184,745
North Pacific Tv Inc. (8) Initial Decision 6/16/54
Salem†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
WFMZ-TV (67) Avery-Knodel; 7/16/53-Fall '54
WQCY (39) Weed; 8/12/53-Unknown
Altoona—
► WFBG-TV (10) ABC, CBS, NBC, DuM; H-R: 447.128
Bethlehem—
► WLEV-TV (51) NBC; Meeker; 81,118
Chambersburg†—
WCHA-TV (46) See Footnote (d)
Easton—
► WGLV (57) ABC, DuM; Headley-Reed; 84,915
Erie—
► WICU (12) ABC, NBC, DuM; Petry; 208,500
WLEU-TV (66) 12/31/53—Unknown
► WSEE (35) CBS, DuM; Avery-Knodel; 34,605
Harrisburg—
► WCMB-TV (27) Cooke
► WHP-TV (55) CBS; Bolling; 166,423
► WTPA (71) ABC, NBC; Headley-Reed; 166,423

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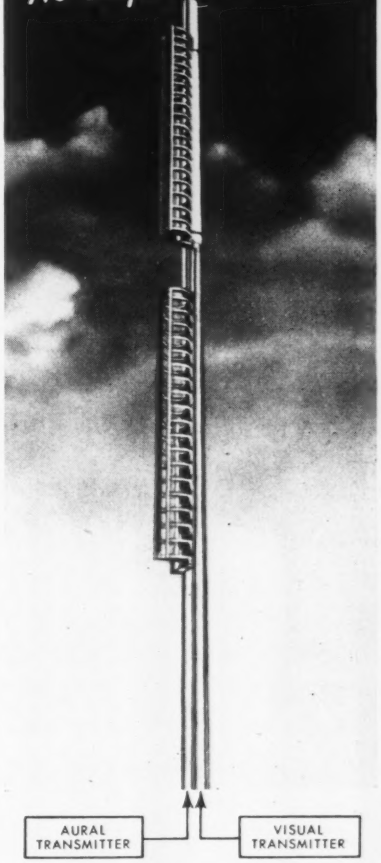

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Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown

Johnstown—
► **WARD-TV (56) ABC, CBS, DuM; Weed**
► **WJAC-TV** (6) CBS, NBC, DuM; Katz; **779,607**

Lancaster—
► **WGAL-TV (8) CBS, NBC, DuM; Meeker; 554,914**
WWLA (21) Venard; 5/7/53-Fall '54

Lebanon†—
► **WLBR-TV** (15) Burn-Smith; **193,150**

New Castle†—
► WKST-TV (45) ABC, DuM; Everett-McKinney; **139,578**

Philadelphia—
► **WCAU-TV (10) CBS; CBS Spot Sls; 1,843,213**
► **WFIL-TV** (6) **ABC, DuM; Katz; 1,833,160**
WIBG-TV (23) 10/21/53-Unknown
► WPTZ (3) NBC; Free & Peters; 1,819,362

Pittsburgh—
► **WDTV** (2) **CBS, NBC, DuM; DuM Spot Sls.; 1,134,110**
► **WENS** (16) **ABC, CBS, NBC; Petry; 356,354**
WKJF-TV (53) See footnote (d)
► **WQED (*13)**
WTVQ (47) Headley-Reed; 12/23/52-Unknown

Reading—
► **WEEU-TV (33) ABC, NBC; Headley Reed; 95,000**
► **WHUM-TV (61) CBS; H-R; 219,870**

Scranton—
► **WARM-TV (16) ABC; Hollingbery; 168,500**
► **WGBI-TV (22) CBS; Blair; 172,000**
► **WTVU (73) Everett-McKinney; 150,424**

Sharon†—
WSHA (39) 1/27/54-Unknown

Wilkes-Barre—
► **WBRE-TV** (28) NBC; Headley-Reed; **171,000**
► **WILK-TV (34) ABC, DuM; Avery-Knodel; 180,000**

Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Jan. '55

York—
► **WNOW-TV (49) DuM; Forjoe; 87,400**
► WSBA-TV (43) ABC; Young; 86,400

RHODE ISLAND

Providence—
► WJAR-TV (10) ABC, CBS, NBC, DuM; Weed; 1,134,473
► **WNET (16) ABC, CBS, DuM; Raymer; 41,790**
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA Sept. 23)

SOUTH CAROLINA

Anderson—
► WAIM-TV (40) CBS; Headley-Reed; 70,356

Camden†—
WACA-TV (15) 6/3/53-Unknown

Charleston—
► **WCSC-TV (5) ABC, CBS; Free & Peters; 121,113**
► WUSN-TV (2) NBC, DuM; H-R

Columbia—
► WCOS-TV (25) ABC, DuM; Headley-Reed; 59,200
► WIS-TV (10) ABC, NBC, DuM; Free & Peters; 126,334
► WNOK-TV (67) CBS, DuM; Raymer; 60,000

Florence†—
WBTW (8) CBS; CBS Spot Sls.; 11/25/53-10/3/54

Greenville—
► **WFBC-TV (4) NBC; Weed; 277,632**
► **WGVL (23) ABC, DuM; H-R; 75,300**

Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Early '55

SOUTH DAKOTA

Sioux Falls†—
► **KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 84,197**

TENNESSEE

Chattanooga—
► **WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 91,450**
Mountain City Tv Inc. (3) Initial Decision 7/5/54

Jackson†—
WDXI-TV (7) Burn-Smith; 12/2/53-Oct. '54

Johnson City—
► **WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 68,917**

Knoxville—
►WATE (6) ABC, NBC; Avery-Knodel; 86,980
► WTSK-TV (26) ABC, CBS, DuM; Pearson; 78,900

Memphis—
► **WHBQ-TV (13) CBS; Blair; 291,181**
► **WMCT** (5) **ABC, NBC, DuM; Branham; 291,181**
WREC Broadcasting Service (3) Initial Decision 8/27/54

Nashville—
► WSIX-TV (8) CBS; Hollingbery; 194,682
► WSM-TV (4) NBC, DuM; Petry; 194,682

Old Hickory (Nashville)—
► WLAC-TV (5) CBS; Katz

TEXAS

Abilene†—
► KRBC-TV (9) ABC, NBC, DuM; Pearson; 35,307

Amarillo—
► KFDA-TV (10) ABC, CBS; Branham; 55,564
► KGNC-TV (4) NBC, DuM; Katz; 55,564
KLYN-TV (7) 12/11/53-Unknown

Austin—
► **KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 85,722**

Beaumont†—
► **KBMT** (31) ABC, NBC, DuM; Forjoe; 28,108
Beaumont Bcstg. Corp. (6) 8/4/54-Dec. '54

Big Spring†—
KBST-TV (4) 7/22/54-Unknown

Corpus Christi†—
► **KVDO-TV (22) NBC; Young; 14,744**
KTLG (43) 12/9/53-Unknown
Gulf Coast Bcstg. Co. (6) **Initial Decision 6/17/54**

Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-Unknown
► KRLD-TV (4) CBS; Branham; 406,804
► WFAA-TV (8) ABC, NBC, DuM; Petry; 406,804

El Paso—
► **KROD-TV (4) ABC, CBS, DuM; Branham; 57,280**
KELP-TV (13) **Forjoe; 3/18/54-Fall '54**
► KTSM-TV (9) NBC; Hollingbery; 57,280

Ft. Worth—
► **WBAP-TV (5) ABC, NBC; Free & Peters; 401,000**
Texas State Network (11) 9/17/54-Unknown

Galveston—
► **KGUL-TV (11) CBS; CBS Spot Sls.; 325,000 325,000**

Harlingen† (Brownsville, McAllen, Weslaco)—
► KGBT-TV (4) ABC, CBS, DuM; H-R; 41,237

Houston—
KNUZ-TV (39) See footnote (d)
► KPRC-TV (2) NBC; Petry; 362,000
KTLJ (13) 2/23/54-Unknown
KTVP (23) 1/8/53-Unknown
► **KUHT (*8) 281,500**
KXYZ-TV (29) 6/18/53-Unknown

Longview†—
► **KTVE (32) Forjoe; 24,171**

Lubbock—
► KCBD-TV (11) ABC, NBC; Raymer; 62,365
► **KDUB-TV (13) CBS, DuM; Avery-Knodel; 62,365**
KFYO-TV (5) Katz; 5/7/53-Unknown

Midland—
► KMID-TV (2) ABC, CBS, NBC; Venard; 38,500

San Angelo—
► **KTXL-TV (8) ABC, CBS, NBC, DuM; Venard; 35,000**

San Antonio—
KALA (35) 3/26/53-Unknown
KCOR-TV (41) O'Connell: 5/12/54-11/1/54
► KGBS-TV (5) ABC, CBS, DuM; Katz; 207,658
► WOAI-TV (4) NBC; Petry; 207,658

Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown

Temple—
► KCEN-TV (6) NBC; Hollingbery; 86,889

Texarkana (also Texarkana, Ark.)—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 83,863

Tyler†—
► KETX (19) CBS, NBC, DuM; 28,405
KLTV (7) ABC; Pearson; 12/7/54-Oct. '54

Victoria†—
KNAL (19) Best; 3/26/53-Unknown

Waco†—
► KANG-TV (34) ABC, DuM; Pearson; 44,911

Weslaco† (Brownsville, Harlingen, McAllen)—
► **KRGV-TV (5) NBC; Raymer; 40,375**

Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 71,100
► **KWFT-TV (6) CBS, DuM; Blair; 85,300**

UTAH

Provo†—
KOVO-TV (11) 12/2/53-Unknown

Salt Lake City—
► KSL-TV (5) CBS, DuM; CBS Spot Sls.; 165,200
► KTVT (4) NBC; Blair; 165,200
► KUTV (2) ABC; Hollingsbery

VERMONT

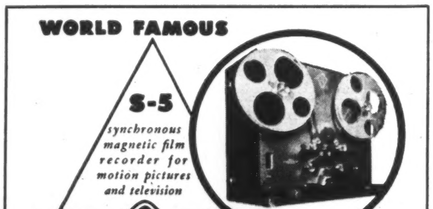
Montpelier†—
► WMVT (3) ABC, CBS; Weed

VIRGINIA

Danville†—
► **WBTM-TV (24) ABC; Gill-Perna; 21,545**

Hampton (Norfolk)—
► **WVEC-TV** (15) NBC; **Rambeau; 110,000**

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.


WORLD FAMOUS

S-5

synchronous magnetic film recorder for motion pictures and television

STANCIL-HOFFMAN

921 N. Highland Hollywood 38, Calif.

send for particulars

Harrisonburg—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson; 87,948
Lynchburg—
► WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 120,000
Newport News—
► WACH-TV (33) Walker
Norfolk—
► WTAR-TV (3) ABC, CBS, DuM; Petry; 329,247
► WTOV-TV (27) ABC, DuM; Forjoe; 112,000
► WVEC-TV (15) See Hampton
Petersburg†—
Southside Virginia Telecasting Corp. (8) Initial Decision 5/25/54
Richmond—
WOTV (29) 12/2/53-Unknown
► WTVR (6) NBC; Blair; 462,058
Roanoke—
► WSLS-TV (10) ABC, NBC; Avery-Knodel; 267,837

WASHINGTON

Bellingham†—
► KVOS-TV (12) DuM; Forjoe; 76,146
Seattle (Tacoma)—
► KING-TV (5) ABC; Blair; 370,100
► KOMO-TV (4) NBC; Hollingbery; 370,100
KCTS (*9) 12/23/53- Dec. '54
KCTL (20) 4/7/54-Unknown
Spokane—
► KHQ-TV (6) NBC; Katz; 79,567
► KXLY-TV (4) CBS, DuM; Avery-Knodel; 89,283
KREM-TV (2) Bolling; 3/18/54-10/15/54
Tacoma (Seattle)—
► KMO-TV (13) Branham; 370,100
► KTNT-TV (11) CBS, DuM; Weed; 370,100
Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown
Yakima—
► KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 28,337

WEST VIRGINIA

Charleston—
► WCHS-TV (8) CBS. DuM: Branham
► WKNA-TV (49) ABC, DuM; Weed; 42,942
Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-1/1/55
Fairmont†—
► WJPB-TV (35) ABC, NBC, DuM; Gill-Perna; 35,200
Huntington—
► WSAZ-TV (3) NBC; Katz; 442,240
Greater Huntington Radio Corp. (13) 9/2/54-Unknown
Oak Hill (Beckley)†—
WOAY-TV (4) Weed; 6/2/54-Oct. '54
Parkersburg†—
► WTAP (15) ABC, DuM; Forjoe; 30,000
Wheeling—
WLTV (51) 2/11/53-Unknown
► WTRF-TV (7) ABC. NBC: Hollingbery; 281.811
► WSTV-TV (9) See Steubenville, Ohio

WISCONSIN

Eau Claire†—
► WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 55,700
Green Bay—
► WBAY-TV (2) ABC, CBS, NBC, DuM; Weed; 195,670
WFRV-TV (5) 3/10/54-Unknown
La Crosse†—
► WKBT (8) CBS, NBC, DuM; Raymer; 34,600
WTLB (38) 12/16/53-Unknown
Madison—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 54.000
► WMTV (33) ABC, NBC, DuM; Meeker; 58,500
Badger Television Co. (3) Initial Decision 7/31/54
Marinette† (Green Bay)—
► WMBV-TV (11) NBC; Venard; 175,000
Milwaukee—
► WCAN-TV (25) CBS; Rosenman; 406,700
► WOKY-TV (19) ABC, DuM; Bolling; 343,057
► WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 695,785
WTVW (12) ABC, DuM; Petry; 6/11/54-10/27/54 (granted STA Sept. 7)
Neenah—
► WNAM-TV (42) ABC; George Clark
Superior† (Duluth, Minn.)—
► WDSM-TV (6) CBS, DuM; Free & Peters; 66,000
► KDAL-TV (3). See Duluth, Minn.
Wausau†—
WOSA-TV (16) 2/10/54-Unknown
WSAU-TV (7) CBS; Meeker; 5/12/54-10/15/54

WYOMING

Cheyenne†—
► KFBC-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 46,100

ALASKA

Anchorage†—
► KFIA (2) ABC, CBS; Weed; 12,000
► KTVA (11) NBC, DuM; Feltis; 10,000
Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Unknown

HAWAII

Honolulu†—
► KGMB-TV (9) CBS; Free & Peters; 60,000
► KONA (11) NBC, DuM; NBC Spot Sls; 60,000
► KULA-TV (4) ABC; Headley-Reed; 58,000

PUERTO RICO

San Juan†—
► WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks
► WKAQ-TV (2) CBS; Inter-American; 32,000

CANADA

Hamilton, Ont.—
► CHCH-TV (11) CBC, CBS, NBC; All-Canada, Young; 96,500

Kitchener, Ont.—
► CKCO-TV (13) CBC, ABC, CBS, NBC, DuM; Hardy, Weed; 50,000

London, Ont.—
► CFPL-TV (10) CBC, CBS, NBC; All-Canada, Weed; 80,627

Montreal, Que.—
► CBFT (2) CBC French; CBC; 221,216
► CBMT (6) CBC; CBC; 221,216

Ottawa. Ont.—
► CBOT (4) CBC; CBC; 38,500

Quebec City, Que.—
► CFCM-TV (4) CBC; Hardy; 6,000 estimate

Regina, Sask.†—
► CKCK-TV (2) CBC; All-Canada, Weed; 3,000

St. John, N. B.†—
► CHSJ-TV (4) CBC; All-Canada; 10,000

Sudbury, Ont.†—
► CKSO-TV (5) CBC, ABC, CBS, NBC, DuM; All-Canada, Weed; 9,102

Toronto, Ont.—
► CBLT (9) CBC, ABC, CBS, NBC, DuM; CBC; 280,000

Vancouver, B. C.†—
► CBUT (2) CBC; CBC; 30,000

Winnipeg, Man.†—
► CBWT (4) CBC; CBC; 5,000

MEXICO

Juarez† (El Paso, Tex.)—
► XEJ-TV (5) National Time Sales; 39,975

Tijuana† (San Diego)—
► XETV (6) Weed; 241,000

Total stations on air in U. S. and possessions: 406; total cities with stations on air: 272. **Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use 32,859,915.**

*** Indicates educational stations.**

† Cities NOT interconnected to receive network service.

(a) Figure does not include 331,448 sets which WBEN-TV Buffalo reports it serves in Canada.

(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.

(c) President Gilmore N. Nunn announced that construction of WLAP-TV has been temporarily suspended [B•T, Feb. 22]. CP has not been surrendered.

(d) The following stations have suspended regular operations, but have not turned in CP's; WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; KTHE (TV) Los Angeles; WRAY-TV Princeton, Ind.; WKLO-TV Louisville, Ky.; KFAZ (TV) Monroe, La.; WBKZ (TV) Battle Creek, Mich.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridian, Miss.; KACY (TV) Festus, Mo.; KOPR-TV Butte, Mont.; KUON (TV) Lincoln, Neb.; WFPG-TV Atlantic City, N. J.; WIFE (TV) Dayton, Ohio; WCHA-TV Chambersburg, Pa.; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.

(e) Shreveport Tv Co. has received initial decision favoring it for ch. 12, which is currently operated by Interim Tv Corp. [KSLA (TV)].

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UPCOMING

Oct. 4-6: 10th Annual National Electronics Conference, Hotel Sherman, Chicago.

Oct. 6-7: Central Canada Broadcasters Assn., Royal York Hotel, Toronto.

Oct. 8-9: Alabama Broadcasters Assn., U. of Alabama, Tuscaloosa.

Oct. 8-10: New York State Conference, American Women in Radio & Tv, Park Sheraton Hotel, New York.

Oct. 9-10: Third district, Advertising Federation of America, Hotel Roanoke, Roanoke, Va.

Oct. 11-12: Assn. of Independent Metropolitan Stations, French Lick Springs, Ind.

Oct. 11-15: American Institute of Electrical Engineers, Morrison Hotel, Chicago.

Oct. 13-15: Direct Mail Advertising Assn., Hotel Statler, Boston.

Oct. 13-17: Audio Engineering Society, Hotel New Yorker, New York.

Oct. 14-15: Central Council, American Assn. of Advertising Agencies, Hotel Drake, Chicago.

Oct. 15-16: Ohio State U. advertising conference, Columbus.

Oct. 15-17: Pennsylvania chapter, American Women in Radio & Tv, Warwick Hotel, Philadelphia.

Oct. 20-21: Kentucky Broadcasters Assn., fall meeting, Cumberland Falls Park.

Oct. 21-22: Advertising Media Credit Executives Assn., Statler Hotel, St. Louis.

Oct. 22-23: Ohio Assn. of Radio-Tv Broadcasters, fall sales meeting, Columbus.

Oct. 22-24: Midwest Inter-City Conference of Women's Advertising Clubs of Advertising Federation of America, St. Louis.

Oct. 22-24: New England Hi-Fi Music Show, Hotel Touraine, Boston.

Oct. 25-26: Central Canada Broadcasters Assn., Brock-Sheraton Hotel, Niagara Falls, Ont.

Oct. 27-30: National Assn. of Educational Broadcasters, Hotel Biltmore, New York.

Oct. 28: Standard band broadcasting conference between U. S. and Mexico, Mexico City.

NOVEMBER

Nov. 7-13: Lutheran Radio & Tv Week.

Nov. 8: Texas Assn. of Broadcasters, semi-annual fall meeting, Rice Hotel, Houston.

Nov. 8-10: Assn. of National Advertisers, Hotel Plaza, New York.

Nov. 10-13: Sigma Delta Chi, Columbus, Ohio.

Nov. 14: Indiana Radio-Tv Newsmen, fall meeting at WIRE studios, Indianapolis.

Nov. 18: Country Music Disc Jockeys Assn., general membership meeting, Nashville, Tenn.

Nov. 18-19: North Carolina Assn. of Broadcasters, Mid-Pines Hotel, Southern Pines, N. C.

Nov. 22-24: Eastern Council, American Assn. of Advertising Agencies, Roosevelt Hotel, New York.

JANUARY 1955

Jan. 26-28: Georgia Radio-Tv Institute, Henry W. Grady School of Journalism, U. of Georgia, Athens.

SPECIAL LISTING

NARTB District Meetings

Oct. 4-5: NARTB Dist. 8, Sheraton-Cadillac Hotel, Detroit.

Oct. 7-8: NARTB Dist. 10, Fontenelle Hotel, Omaha.

Oct. 11-12: NARTB Dist. 9, Lake Lawn Hotel, Lake Delavan, Wis.

Oct. 14-15: NARTB Dist. 11, Radisson Hotel, Minneapolis.

Oct. 18-19: NARTB Dist. 17, Davenport Hotel, Spokane.

Oct. 21-22: NARTB Dist. 15, Clift Hotel, San Francisco.

Oct. 25-26: NARTB Dist. 16, Camelback Inn, Phoenix, Ariz.

Oct. 28-29: NARTB Dist. 14, Brown Palace, Denver.

Nov. 4-5: NARTB Dist. 12, Jens Marie Hotel, Ponca City, Okla.

Nov. 9-10: NARTB Dist. 13, Rice Hotel, Houston.

editorials

The All-Pervasive Medium

PRELIMINARY results of two nationwide surveys—one made by Alfred Politz Research Inc. for Broadcast Advertising Bureau and the four national radio networks [B•T, Sept. 27] and the other by J. A. Ward Inc. for MBS (page 87 this issue)—make one wonder why some people are so ready to write off radio.

Both surveys show that approximately 95% of the nation's homes have one or more radios in working order. Both show that while some 60% of all U. S. families also own tv sets, the vast majority of televiewing goes on in the living room, while radio is found throughout the house, in kitchen, bedroom, den and frequently in the bathroom, too. Furthermore, both studies stress the millions of radios in automobiles, where tv cannot venture.

These figures merely confirm what broadcasters have long known, that radio is everywhere, able to reach virtually the entire population at any time and reaching a considerable part of it at all times. What other medium in the entire history of advertising has ever been able to even come close to making such a claim?

Radio, moreover, as MBS Research Director Richard Puff points out, offers advertisers an unparalleled opportunity to reach their prospects at "point of use," when their minds are focused on another activity in addition to listening. What better time to describe a foamier shave cream, a sharper razor, than to a man while he is shaving? What better time to tell the housewife of tastier, easier-to-prepare foods than when she is getting dinner? The motorist on the road is the ideal prospect for gas, oil, tires and all sorts of automotive equipment—and the only way to reach him is by radio.

Let's not quibble. Television, in the right time and place, is probably the most effective advertising medium the world has ever known. But radio's time is all the time, its place is every place, its values such that no advertiser should overlook them and no radio salesman should allow any client or prospect to forget them for a minute.

No Gain

IN THIS, the fourth year of monopoly control over football television by the National Collegiate Athletic Assn., it should be evident even to the NCAA's most ardent supporters that national restrictions won't work.

For one thing, a limited, once-a-week schedule will never again bring in the television money that it has last year and this. It is unlikely that any tv network in the future will wish to gamble as much as ABC-TV did this year in buying rights to the NCAA games. On unofficial but authoritative word, ABC-TV will lose money on its $4 million football package and stands to lose more if it cannot sell out its coverage of other college sports which it agreed to carry as a condition to its receiving the football rights.

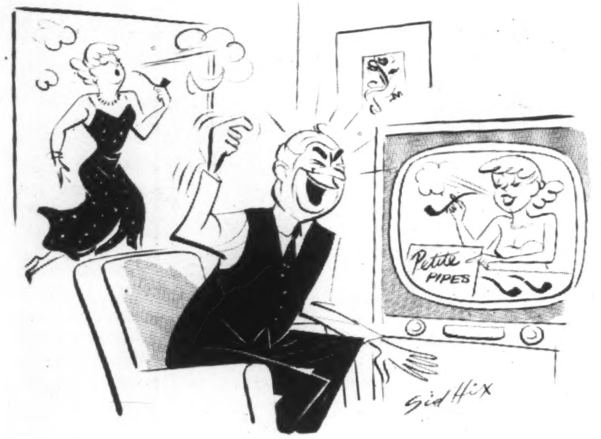
For another, individual universities which are on the NCAA's football schedule are discovering that the plan does not assure desired results. The Big Ten has argued for regional football tv control and, as noted elsewhere in this issue, is obtaining support for that position from Pacific Coast Conference colleges.

While regional control itself would not be wholly satisfactory, it at least would be a step toward the only logical means of handling football television—the free choice by individual colleges as to whether they will allow their games to be televised.

A national schedule of one game per week ignores the wishes of football fans whose interests are largely in teams in their own areas. Regional schedules would be more realistic; local arrangements would be ideal.

Under local control, football telecasts could be used to promote local interest in the game and, with proper management, would increase attendance at the playing fields. To a lesser degree the same can be said of regional schedules.

The present monopoly provides, at best, only one television game per year of particular interest to any section of the country. The NCAA may be right in saying that such a restriction avoids reduction of gate receipts, but it also does nothing to build up attendance. It is, in short, a reactionary device which has proved its own uselessness.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Emily! Come see what some damfool woman is trying to sell!"

The Chairmanship "Rotates"

FOR SOME months it has been apparent that President Eisenhower had no intention of renaming Rosel H. Hyde chairman of the FCC—a post he had filled with distinction since 1953. He had carried the heaviest burden of any chairman in FCC history as the first Republican to hold that office since the FCC's creation.

The professional politicians, it seems, were unhappy about the manner in which Mr. Hyde had handled patronage. Evidently they wanted a clean sweep of hold-over Democrats, without regard to merit, civil service, or availability of qualified replacements. Mr. Hyde had grown up in the FCC and its predecessor Radio Commission. It wasn't in his makeup to cashier those who were not out-and-out political appointees and who may have had no place to go. His job was to keep the processing lines moving, notably on tv, and he had to have people to do the work.

Although preordained since last April 18, when Mr. Hyde's initial one-year term had expired (he has been acting chairman since) his supporters had hoped the President would change his mind. The show-down came with the resignation of George Sterling, necessitating a new appointment by Sept. 30, unless the FCC was to function at less-than-full strength.

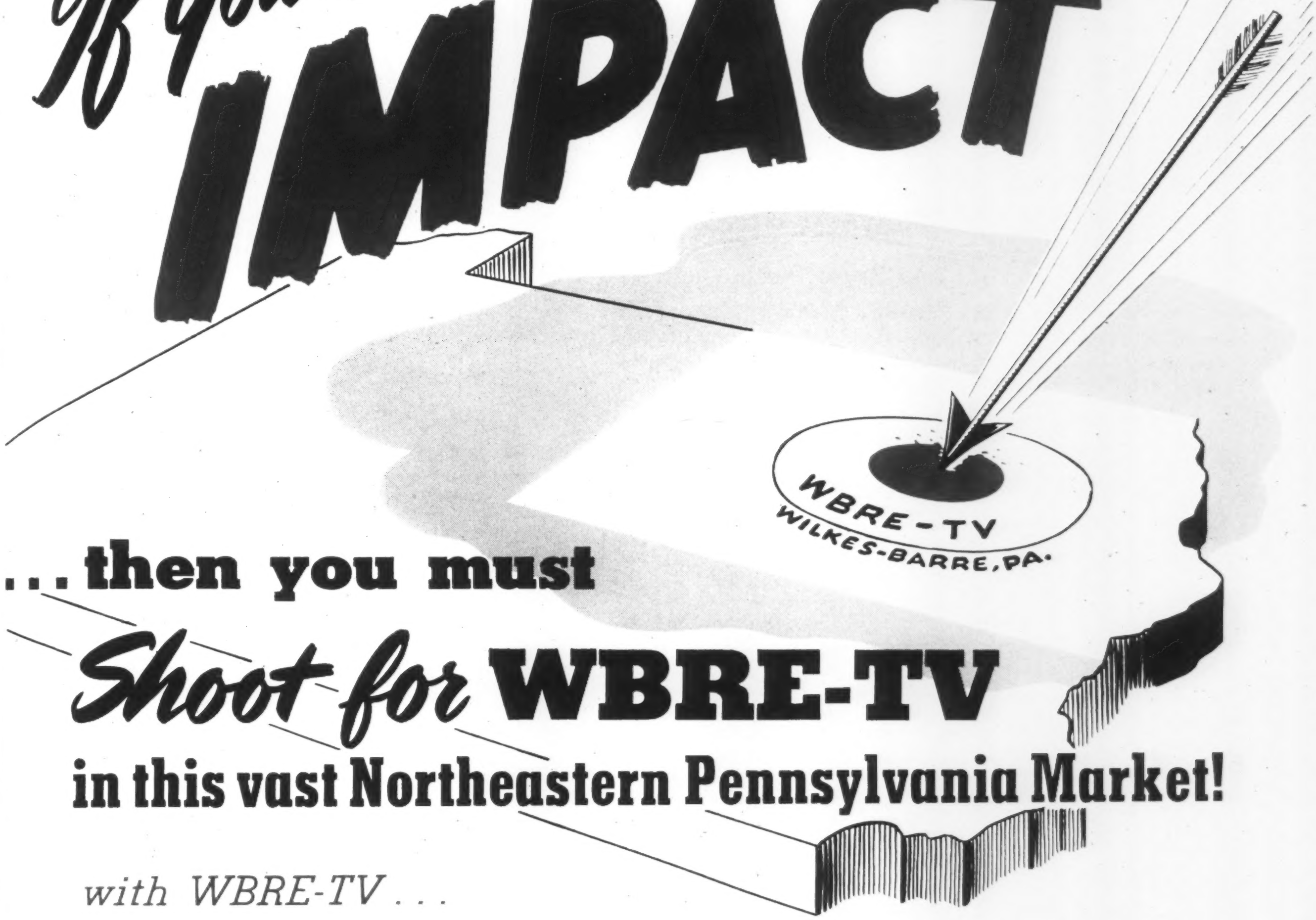
In choosing George C. McConnaughey of Ohio as the new commissioner and new chairman, President Eisenhower selected a strong administrator and an attorney who without question is highly qualified to serve on the FCC. He has a distinguished record. Those who have worked with him, both in Ohio, where he served as chairman of the Public Utilities Commission (1939-1945) and during the eleven months he has been chairman of the Renegotiation Board, sing his praises. His ability as an administrator, demonstrated in his accomplishments in renegotiating complex defense contracts, caught the eye of the President.

There are those who look with concern upon the appointment of another "common carrier" expert to the FCC. They fear that common carrier concepts might be injected into the broadcast field, which by statute is not common carrier or subject to rate regulation. We have read some of Mr. McConnaughey's recent public utterances, and they clearly indicate that he is a free enterprise advocate and believes fervently in a minimum of government interference with private business.

The administration statement was that Mr. McConnaughey's appointment is in line with the "rotation policy" on chairmanships. This isn't convincing. Mr. McConnaughey is being rotated from one commission to another in an entirely new regulatory area.

Nevertheless, Mr. McConnaughey, as the President's selection, deserves and most assuredly will receive the cooperation of his colleagues. Mr. Hyde reverts to the status of a commissioner. His term runs until June 30, 1959. He has no intention of quitting. Nor should he. He has grown in stature. And he will continue to grow. He has the respect and the esteem of all who know him, with the exception of a few pettifogging politicians who were after his scalp.

If You're Shooting for Audience IMPACT



... then you must Shoot for WBRE-TV

in this vast Northeastern Pennsylvania Market!

with WBRE-TV . . .

You Get a complete schedule of NBC shows . . . the most powerful ever presented on TV, plus outstanding local productions and a news service which covers the entire Northeastern quarter of the state . . . . . and RCA - NBC Color.

You Get . . POWER . . 225,000 watts now serving 1,355,000 population with a set count of 174,000 and in a matter of weeks, 1,000,000 watts covering a population of over 2,000,000.

You Get the best quality picture . . . consistently! The result of engineering know-how equalled by few and acknowledged by those who are in a position to judge. In addition you get 30 years of selling advantage that has produced phenomenal results for WBRE Radio and TV advertisers.

You Get a thoroughly television conscious coverage in a highly industrial and agricultural area in the Wilkes-Barre, Scranton, Carbondale, Williamsport, Sunbury, Hazleton, Shamokin, Shenandoah, Bloomsburg, and Berwick markets.

WBRE-TV Ch. 28 Wilkes-Barre, Pa.

NBC National Representative The Headley-Reed Co.